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PASADENA
Tournament of roses. 1929
a



"Mt. Lowe from the Foothill Boulevard." Painted by Jean Mannheim, Pasadena, California.

Tournament of Roses

PASADENA, CALIFORNIA—1929

New Year's Number—Pasadena Evening Post



"The City Beautiful" — Pasadena, California

Information Headquarters in Pasadena

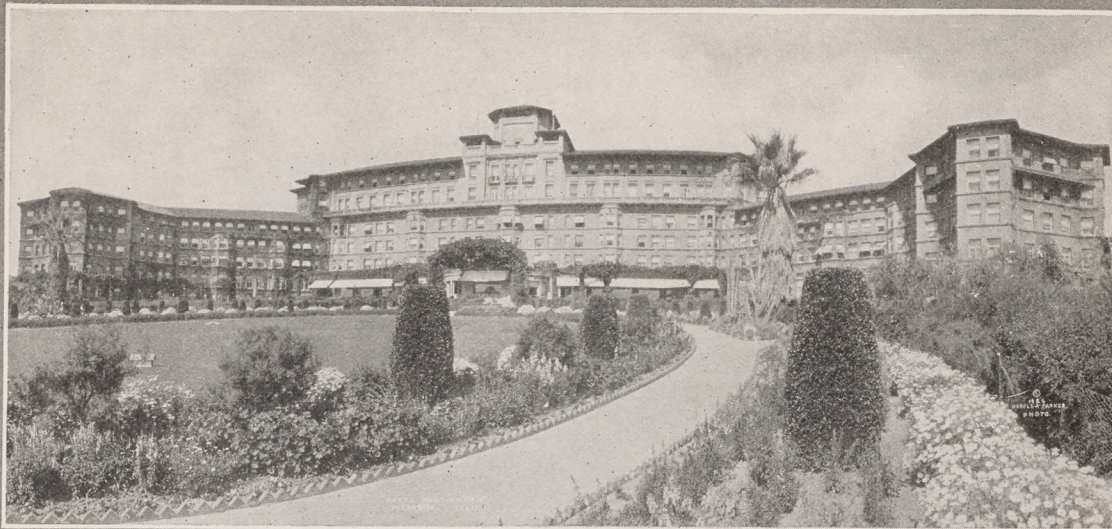
AFTER reading this book, you will desire some additional information about PASADENA, city of sunshine and roses, of beautiful homes and perennial gardens.

No doubt there are specific questions that you would like to ask concerning living costs, schools, taxes, hotel accommodations, transportation service, or facilities for recreation and amusement.

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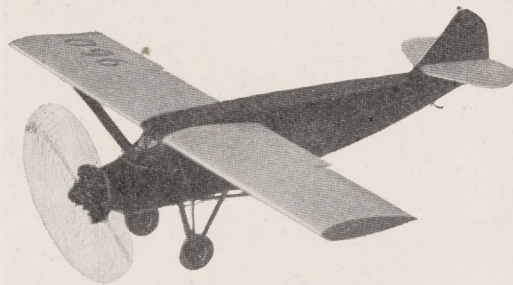
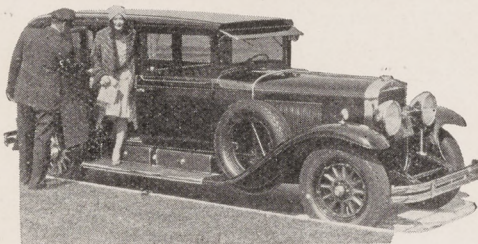
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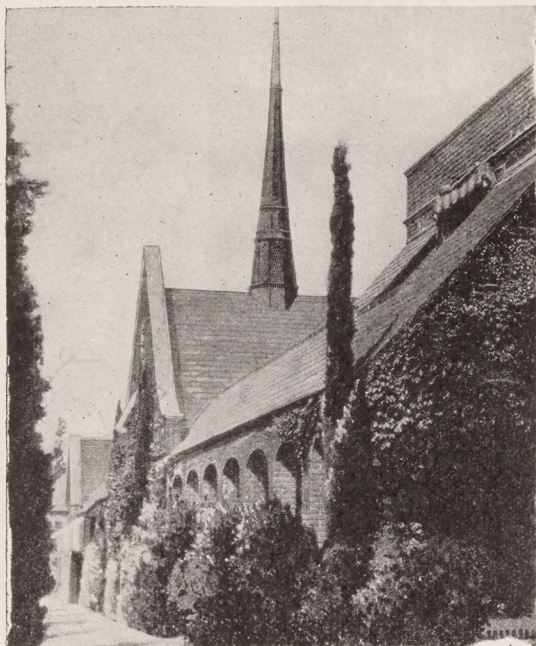
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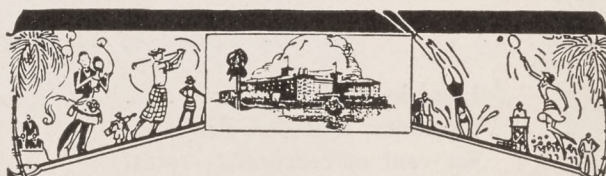
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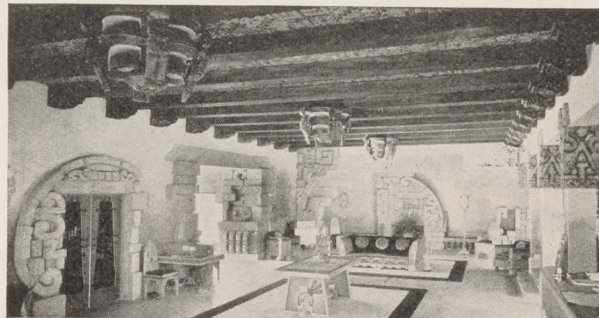
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Where sunshine
and flowers
reign supreme

PASADENA, CALIFORNIA, JANUARY 1, 1929

Pasadena: A City of Culture and Magnificence

FIFTY-FOUR YEARS AGO a little group of Indiana people settled in Pasadena. They gave name and character to this city, established a community of high ideals, built schools and churches and sought to gather about them kindred spirits. Maintaining these standards a city developed which today has 85,000 population, 73 splendid churches, 33 substantial, modern, completely equipped schools, and is the home of the Carnegie Institution with its 100-inch reflecting telescope on Mt. Wilson, the California Institute of Technology with its world renowned scientists and the magnificent and incomparable Huntington Library and Art Gallery.

Pasadena, with its absolutely perfect climate, roses and flowers in bloom throughout the year, wide-spreading lawns and superb

residences, is without doubt one of the most beautiful cities in the world. Its progress has been most extraordinary. Within a space of eight years it has doubled its population. It has 228 miles of paved streets, owns its electric light plant and water system, has just completed a municipal golf course in the Arroyo Seco, probably one of the most scenic golf courses in the country with the majestic Sierra Madre mountains as a background. Pasadena is under

a city manager-director form of government, vacuum cleans its streets every night, has exceptionally beautiful parks and recreation centers, is the heart of a country rich in citrus fruits and within an hour's drive by automobile one may find beautiful valleys, canyons, deserts, mountains, seashore and endless miles of orange groves.



The upper photograph reveals East Colorado Street from Marengo Avenue east as it appeared in 1889. The picture on the left shows the same street as it appeared in 1920, and the photograph on the right shows the same street today with its great business structures. Note also the difference in traffic.



Like a splendid flourish of rare architecture transplanted from the old world, the tower of the stately new city hall is enhanced by Pasadena's semi-tropical natural beauty. This photograph shows the completed structure of the city hall which is one of a magnificent civic center group in the heart of Pasadena. It faces the west and at the close of the day reflects the glory of the setting sun. After sundown it is illuminated by very powerful searchlights and stands out like a beautiful jewel against the darkness of the night.



St. Elizabeth's Catholic Church is just one of seventy-three churches of various denominations in Pasadena. It is exquisitely beautiful, typifying the early Spanish architecture so splendidly employed by the Mission Padres in California in the days when Indians possessed this wondrous western country, and the seeds of civilization were being planted by a hardy group of adventurers, carrying the Cross of Christianity. Pasadena has the reputation of having as many churches per capita as any city in the United States.



(Above) Marking another step of progress in Pasadena's program to provide recreation and entertainment for all visitors, as well as residents, the new Municipal Golf Course has recently been opened. The Sierra Madre Mountains form a background for a picture that is strikingly beautiful.

(Below) Within a few minutes from the very heart of Pasadena are roads such as you see pictured above, lined by beautiful trees and running through the Arroyo Seco which is gradually being turned into a park with playgrounds, recreation centers and flower gardens.



(Above) From the summit of Mt. Wilson, 6000 feet above the sea, within an hour's drive from Pasadena, one occasionally sees the surrounding mountain tops jutting like islands through masses of rolling, billowy clouds.

(Below) Trails and automobile roads lead to wooded heights. There is a never-ending succession of wonderful vistas to be obtained from the mountains back of Pasadena. One looks through a forest of pines to glimpse the snow-covered peaks of still higher mountains in the distance

Pasadena: A City of Strikingly Beautiful Homes

ENDOWED with an extremely sympathetic atmosphere for home life, Pasadena is ideal in its beauty of location and natural environment. With its background of majestic mountains and foreground of fertile valleys, Pasadena has an ever inspiring picture to be gazed upon from secluded patios and Spanish verandas. Homes in this community are created with a feeling of true peace and comfort.

From far countries bordering the blue Mediterranean, from Spain, from Italy and from the European continent as well as the South American countries, have come glorious inspirations for the architecture of Pasadena's inviting homes bordered with flower paths and shrubs and confronted with great sweeps of green lawns.

Home life in Pasadena is one of the finest assets of the city. Not only do the mansions of the community bring to the newcomer the message of comfort and artistry, but the tiniest little rose covered bungalow extends a hospitable welcome. And at night when the lights glow through leaded window panes or

through picture windows, Pasadena's homes are things of real beauty and coziness.

Spanish padres of the early mission days have left their lasting influence in Pasadena's true home building. Many of the homes, in fact the predominant note in the majority of dwellings, is in the Spanish type of structure. Tiled roofs that glow warmly in the sunlight and glisten in the brilliant California moonlight, latticed windows and balconies with long strings of red peppers and serapes draped over their rails, all have been brought to California homes from the beautiful houses of Spain.

Nowhere in all the land are there finer dwellings than here in Pasadena where houses are true homes.

Children grow to sturdy manhood and womanhood in Pasadena homes which are built with the thought of admitting all the sunshine and fresh air that is so abundant here. Gay laughter of the youngsters at play about the wonderful houses of Pasadena tells in finer words than story, of the healthful, happy home-life of this city at the foot of the Sierra Madre mountains.



Roses run riot in Pasadena throughout the year. They climb walls and fences and form colorful arches at entrances to homes set in the very midst of masses of colorful blooms. The Gold of Ophir rose, gorgeous to look upon, fragrant and beautiful, climbs to vantage points where it droops its branches in graceful curves.



With the exceptional opportunities offered by splendid natural surroundings, architects and builders have made of Pasadena a community of homes unequalled in artistic beauty. Pasadena is rightfully called the city of beautiful homes. Surrounded by graceful trees and flowering shrubs, with lawns forming a carpet of velvety green, the above homes represent two distinctive types of architecture which are typical of the residences in this community.



Enjoyment of outdoor life throughout twelve months in the year is reflected in the type of homes which are constructed in Pasadena. Advantage is taken of shade trees and vast expanses of lawn and as a result the homes are beautiful in their surroundings and environment. Architecture of many of Pasadena's dwellings is adapted from the Mediterranean countries, Italy, France and Spain, and with the possibility of utilizing the natural contour of the ground and the native trees the settings are exquisite.



Something of the magnificence and luxuriousness of roses in Pasadena is revealed in the picture above where a home fairly smothered in roses is shown. There are literally thousands of roses covering the roof of this residence. Glimpses of Pasadena gardens are shown in the other pictures. It is wonderful to relate but quite true that flowers bloom in Pasadena every month in the year. The seasons melt one into the other so gradually that no change is noticed. This is a land where it is Spring and Summer all the year.



Adding to the beauty of the foothills, deserts and canyons the Yuccas, a species of cactus, also known as the Lord's Candle Sticks or Spanish Needles, stand out in bold relief in their robes of creamy white during the early spring months in California. They grow in great profusion and give to the hillsides a fairylike charm.

Fortieth Annual Tournament of Roses

POEMS beloved and familiar to every one, were depicted in designs carried out with California's most gorgeous flowers in Pasadena's fortieth annual Tournament of Roses. Ushering in the year 1929, the New Year's Day parade was the most spectacular and majestic floral pageant in the history of the city.

Colorful and brilliant in its conception, the mid-winter flower festival and Pasadena's fiesta day were heralded by a clear, invigorating dawn. Clothed in the mistiness of the deep silence of early dawn, Aurora in flowing pink robes drove her golden chariot up over the peaks of the Sierra Madre mountains to welcome one of the most glorious New Year's days ever known in Pasadena. Imaginations of designers and decorators held sway over creation of some of the most gorgeous floats which ever moved through the streets of the city.

Estimates place the gay throng of holiday sight-seers in Pasadena for the 1929 New Year's Day at close to three-quarters of a million persons. The fragrance of the millions of blossoms adorning the floats was wafted over the vast audience upon a light

zephyr breeze. There was the dainty perfume of the rose, the pungence of carnations and the redolence of sage, all bearing to the visitors from other states and lands the beauty and romance of California, an empire in itself.

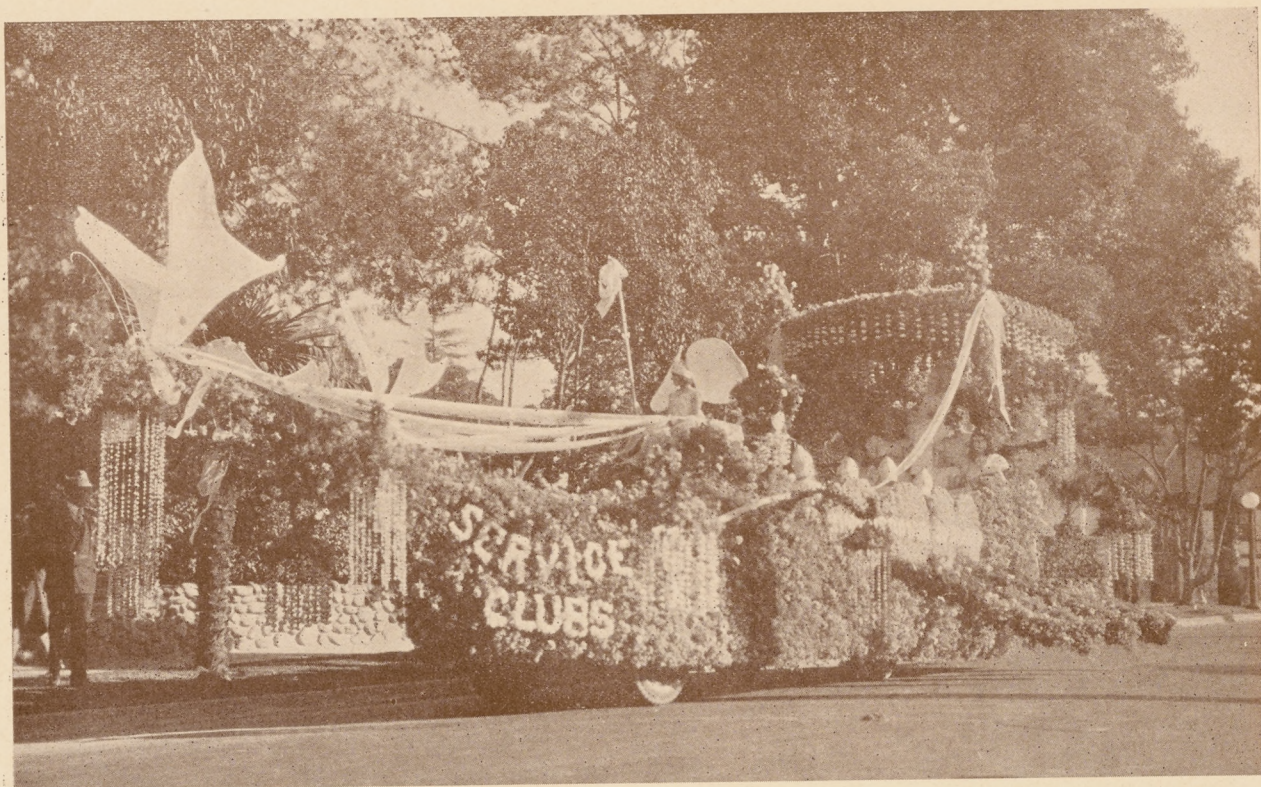
Brilliant sunshine flooded the great fertile San Gabriel valley, shedding its beneficence over the visitors in Pasadena. Gardens were brilliant with blossoms. The tropical palm trees lining the perfect highways leading into Pasadena from every direction lent an atmosphere of Oriental mystery and the lacy pepper trees added a touch of brilliant color.

Even before dawn stole over the city, the great throng was well on its way and by the time the parade moved on its spectacular way down the thoroughfares of the city, the streets were crowded from property line to property line. Motorcycle officers rode the line from one end of the city to the other in their effort to keep the crowds out of the streets and out of the way of the procession.

Ringling clear upon the balmy morning air, a blast from the bugle of a World War veteran announced the



The Governor of California, C. C. Young, Leslie B. Henry, president of the Tournament of Roses Association, and Mayor I. N. Ragsdale of Atlanta, Georgia, riding in the Tournament of Roses parade, January 1, 1929, under climatic conditions which were as perfect as any day in mid-summer could possibly have been.



Pasadena service clubs, Rotary, Kiwanis, Lions, Optimist, One Hundred Percent, Twenty-Thirty, Exchange, and Round Table entered a rose decorated float portraying "Sonnets of Shakespeare."



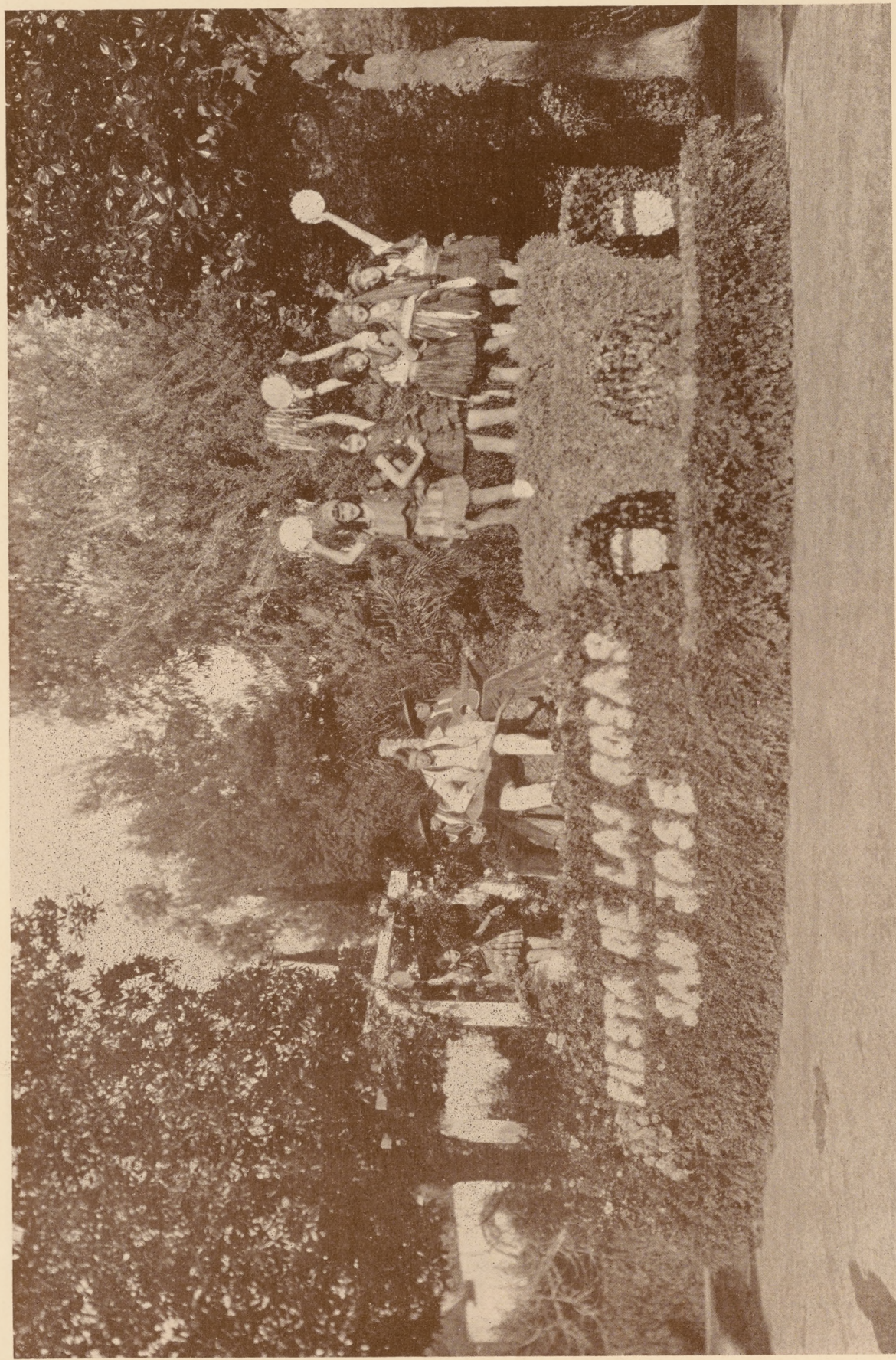
Pasadena Lodge of Elks No. 672 entered a float bearing 5000 blooms representing "Youth, Beauty and the Rose." The color scheme was yellow and pink with roses predominating.



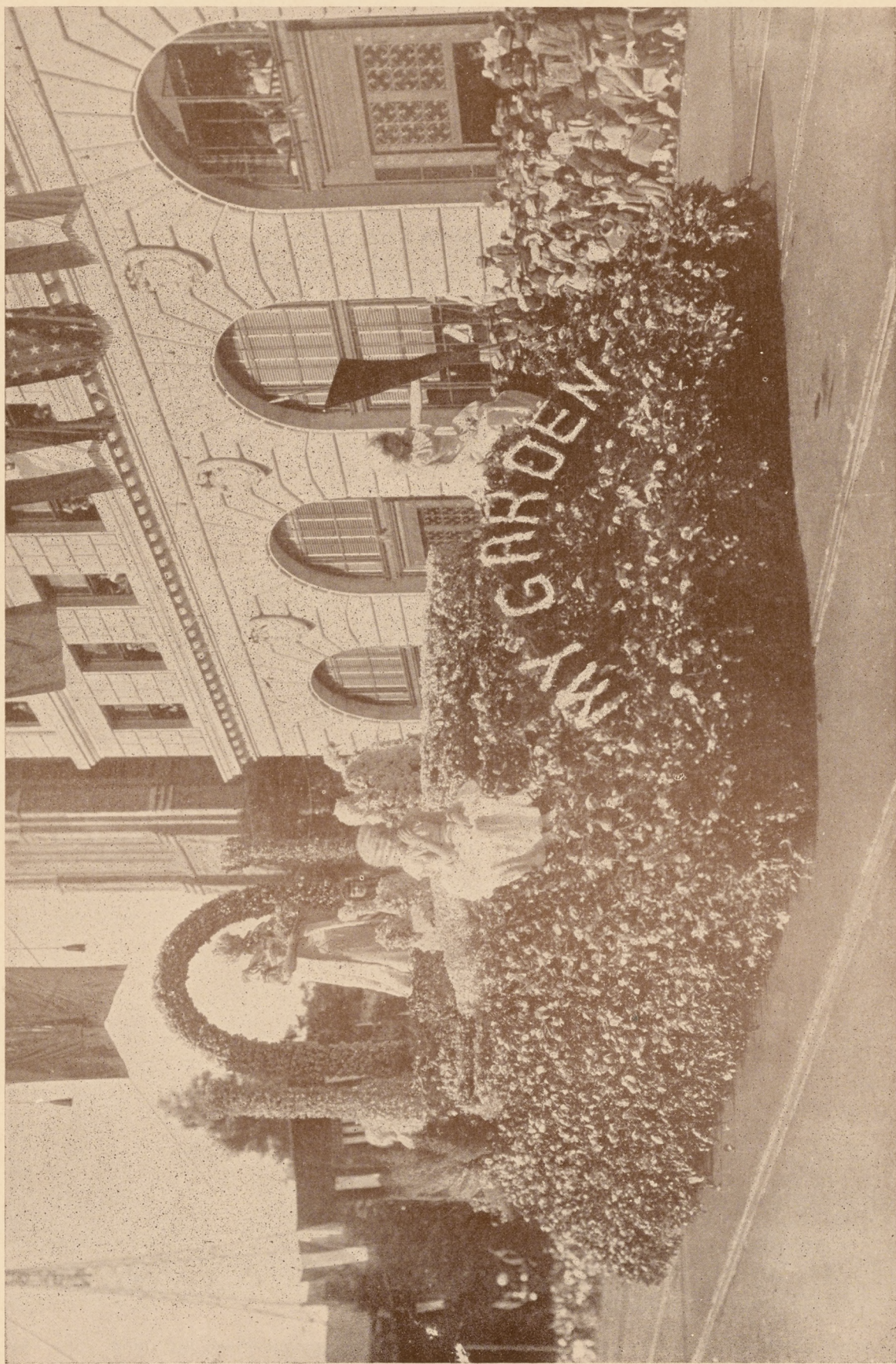
Exemplifying the "Garden of Paradise," the Hotel Maryland float was a floral bower, the base of Oregon grape with lettering in pure white carnations. Four children rode on the float.



An Italian Gondola depicting "The Love Song" with harp, violin and 'cello playing the theme song, a creation in pink carnations, was entered by the Hotel Vista del Arroyo.



Representing in gorgeous flowers a Spanish Garden with Rose Pergola, San Jose entered a float to commemorate the Fiesta de las Rosas which is held in June each year in that city. Arches made of flowers and huge urns of yellow and red roses added to the beauty of the design.



Revealing a flower garden and pool, with five Colonial maidens surrounding the shimmering water, Long Beach's entry in the Tournament of Roses pageant represented "My Garden," by Thomas Edward Brown. Three white swans in carnations rode serenely on the pool of desert holly.

approach of the dramatic Tournament of Roses procession with its startling theme, "Poems in Flowers." Cloudless blue skies and the blessed warmth of California's sunshine formed a June-like day.

At 10:30 o'clock the floral procession began upon its stately way headed by a squad of mounted police followed by the chief of police. Place of distinction in the parade was given to the fife and drum corps of John F. Godfrey Post, Grand Army of the Republic, the gray haired boys in their brave blue uniforms riding in a beautifully decorated truck. Their shrill of fifes and roll of drums brought out round after round of applause.

Streets were gay with banners in the national colors and banners honoring members of the Georgia Tech and University of California football teams who staged the grid classic in the Rose Bowl in the afternoon. The entire scene of carnival and beauty was in entire harmony.

Martial music was furnished by numerous drum corps of American Legion posts of California, military bands and Scottish bagpipers. The brilliant and colorful uniforms of the bands which were greater in number this year than in any previous Tournament of Roses, gave new life to the parade.

Prolonged applause greeted Leslie B. Henry, president of the Tournament of Roses Association. Riding with President Henry was Governor C. C. Young of the State of California who was given rousing cheers all along the line of march as he was recognized.

Mrs. Young occupied a position of honor beside Mrs. Frederick J. Mills, chairman of the Women's Division of the Tournament of Roses. They rode in a beautiful rose decorated automobile.

As C. Hal Reynolds, vice-president of the Tournament of Roses Association, appeared in his car he was given a vociferous welcome along the entire five miles of the parade.

Floral butterflies, footballs, beautiful floral lakes, castles, gorgeous baskets and the most vivid portrayals of poems ever created, marched before the applauding and cheering throngs.

Virtually all communities of Southern California were represented in the Tournament of Roses, while San Francisco and San Jose represented the great section of the state north of the Tehachapi.

Presenting one of the most magnificent floats ever seen in a New Year's Day tournament in Pasadena, the City of Glendale, with its entry depicting Alfred Tennyson's poem, "The Lady of Shalott," won the



(1) Independent Order of Red Men. (2) Camp Baldy's mountain camp with its log cabin. (3) The Shell Oil Company's huge butterfly. (4) Arcadia's Boy Scouts entered "The Old Oaken Bucket."



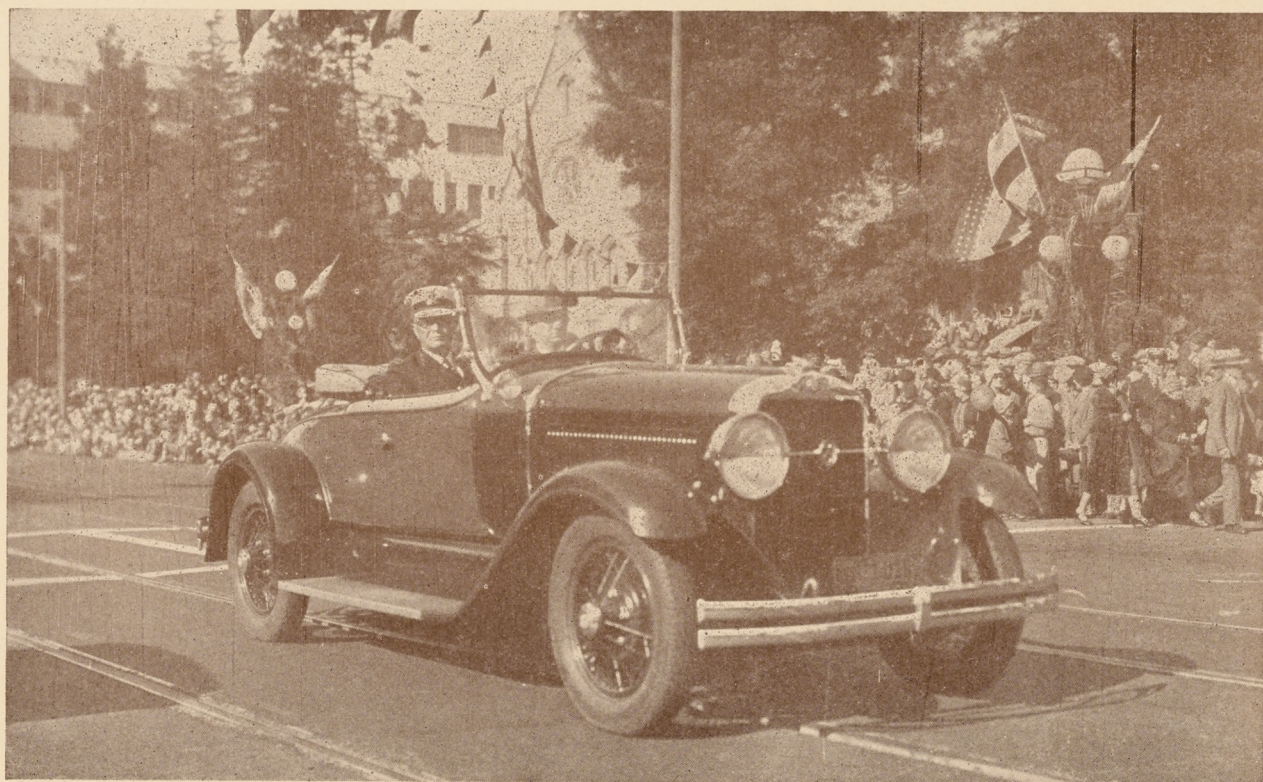
Three pretty girls rode in the decorated automobile entered by the Pasadena Merchants Association. The car was a mass of pink carnations, blue delphinium and larkspur.



A butterfly of flowers with wings of heather and stringed carnations outlining the veins represented the Hotel Huntington. Lavender and pink sweet peas were used.



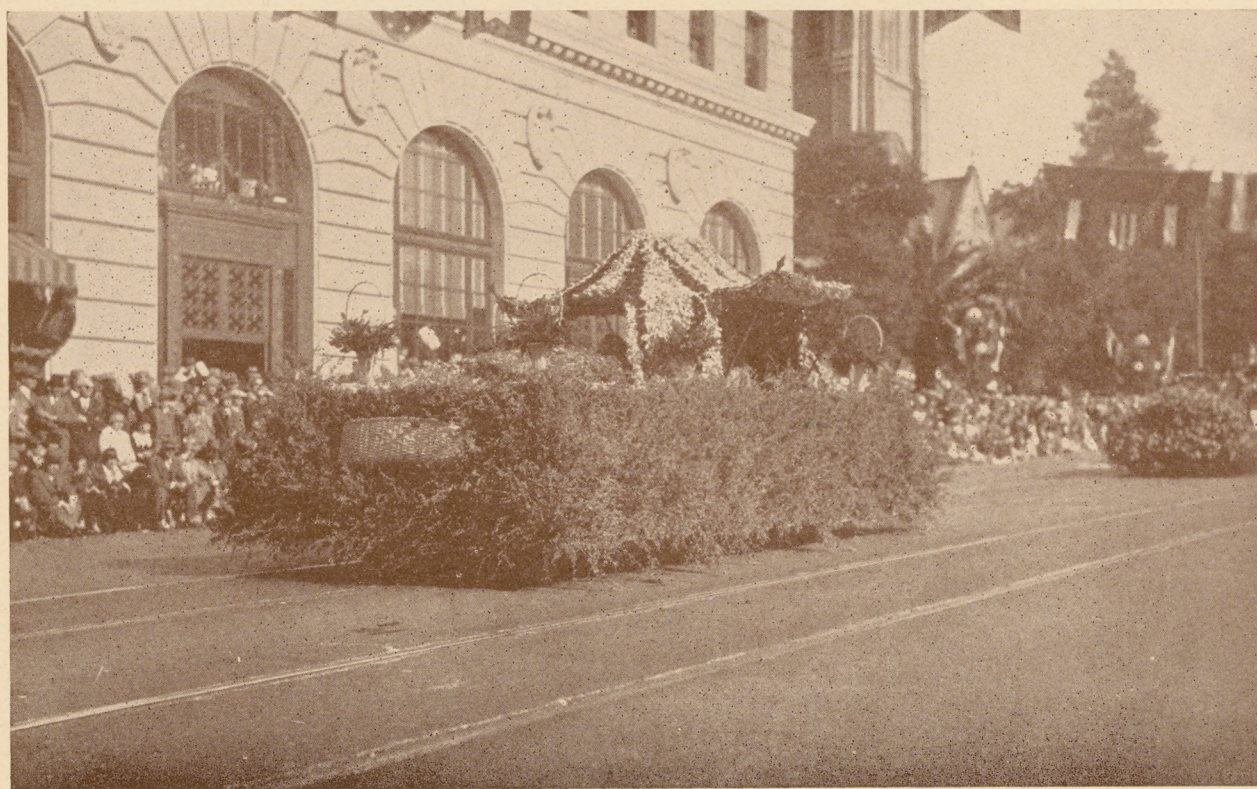
The Los Angeles Chamber of Commerce float was a huge golden cup of marigolds bordered in blue representing the poem "The Golden Chalice." Four sunbursts helped to add to the beautiful effect.



Chief of Police Charles H. Kelley of Pasadena rode at the head of the parade on New Year's Day. Under Chief Kelley's direction the policing arrangements in Pasadena were perfect.



The Pasadena Shakespeare Club, leading woman's organization in Pasadena, entered a decorated automobile exhibiting a large shell with fairies driving three beautiful white doves.



Members of the Pasadena Board of Education sat beneath a tent of flowers. The color scheme was green and orange and ferns and marigolds were used to make a very wonderful creation.

grand sweepstakes in the fortieth annual Tournament of Roses.

The theme prize was captured by the float entered by the Western Auto Supply Company. The two entries were greeted with tremendous applause and cheers.

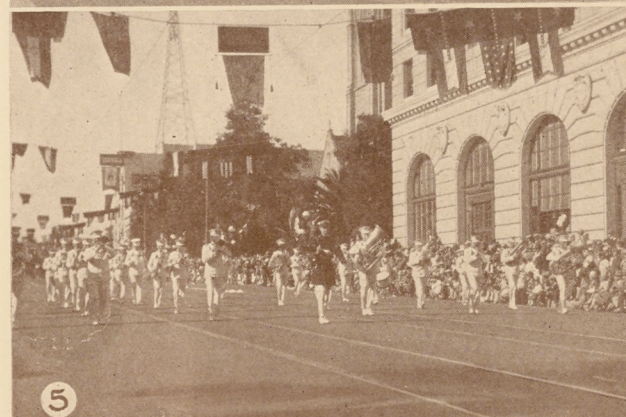
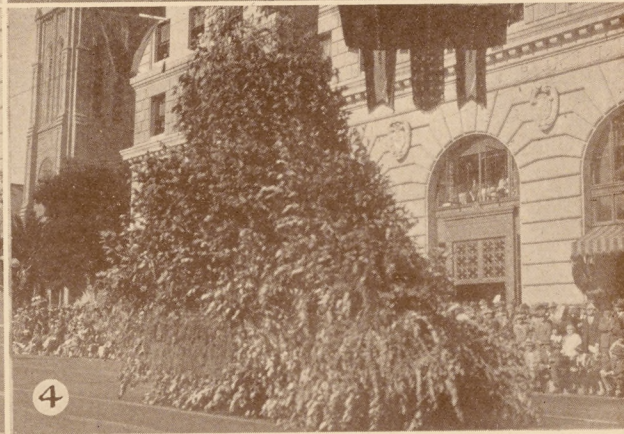
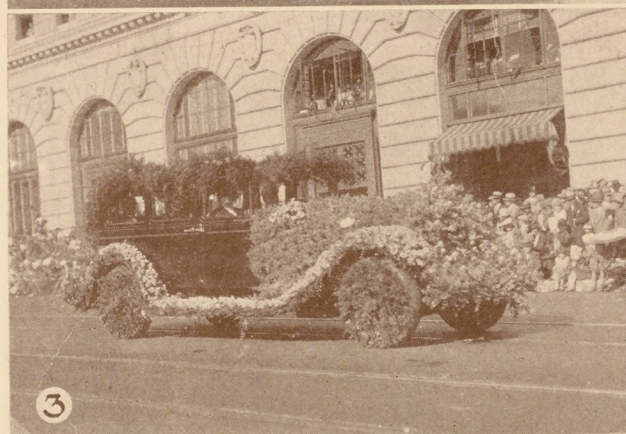
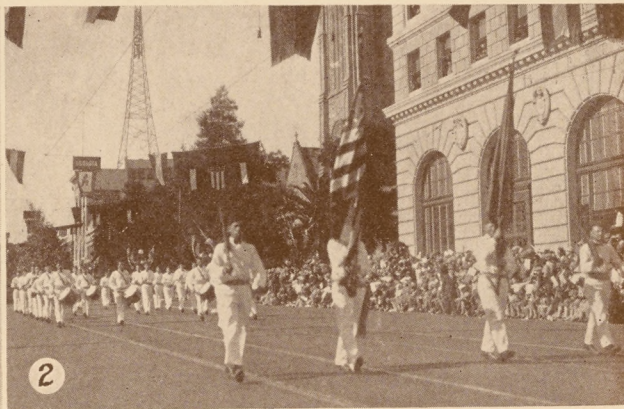
Glendale's float designed and decorated by L. W. Chobe, showed "Lily Maid" drifting down to Camelot. The entry was 56 feet long and 15 feet wide and was made entirely of flowers. The castle, bridge, clouds, island, river and the boat itself were beautifully done and won rounds of applause as it passed between the long lanes of admiring throngs.

The story portrayed is closely related to the Lance-

lot and Elaine Cycle of "The Idylls of the King," regarded as the richest heritage of hero legendry among the English speaking peoples.

Towers of the castle reached a height of 15 feet. The castle walls were dusty miller, the windows, doors, roof and turrets were of violets. The steps were white narcissus and maidenhair fern and the bridge was made of Pernet roses, violets and maidenhair fern.

Sunset clouds back of the castle were cerise, orange, lavender, red, pink, orange and white sweet peas, yellow chrysanthemums and blue delphinium. The island was of heather, plumosis and maidenhair fern and the road of yellow and bronze chrysanthemums.



(1) Beverly Hills pageant. (2) Los Angeles Playground band. (3) Long Beach City Directors. (4) Ontario's float. (5) Long Beach municipal band. (6) The Scottish band.



Fife and Drum Corps of John F. Godfrey Post, G. A. R., rode in an automobile decorated by the veterans. Pom-pom chrysanthemums and corn flowers were used. The veterans were vigorously applauded.



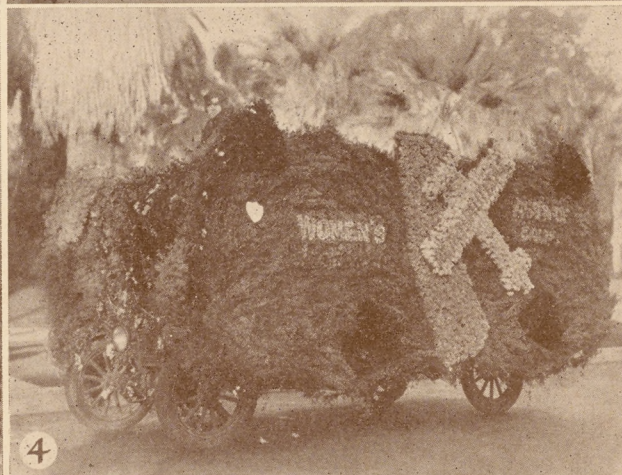
The Los Angeles County Board of Supervisors rode in a beautifully decorated float with scroll effect carried out in pink carnations and roses. The lettering was in white carnations.

The river was of pastel delphinium, and in water around the castle were water lilies. In the meadow grew blue grass, barley and rye. The Lily Maid wore a beautiful white satin robe and had long golden hair.

More than 17,000 flowers were used in the Western Auto Supply Company's float which depicted Edgar A. Guest's poem, "A Boy and His Dad." The float presented an outdoor scene showing a father teaching his son how to fish. Clear water tumbled down over

rocks and formed a pool at the foot of the hills of flowers. There was a wonderful floral tent and a floral automobile parked beside it. Roses, carnations, marigold and heather predominated in the flowers which were used in the decoration of the float.

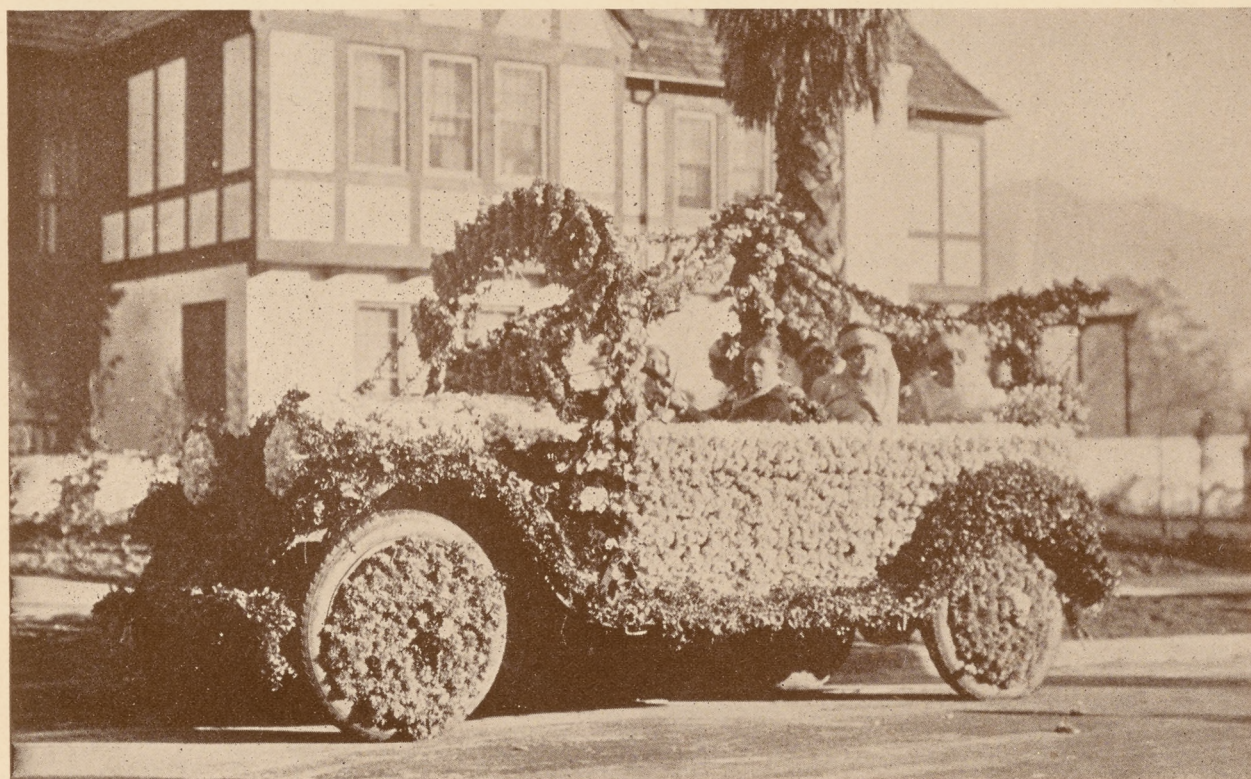
San Francisco's gorgeous entry depicting "Portals of the Past," was awarded first prize in the second division for civic bodies. Second award in this division was made to Long Beach municipal entry. San



(1) Associated Adventure Clubs. (2) Bugler leading the parade. (3) Pasadena Natural Milk Producers. (4) Women's Aeronautical Association of California. (5) Girl in Glendale float. (6) Boy Scouts.



The wife of the governor, Mrs. C. C. Young, with Mrs. Frederick J. Mills, chairman of the women's division of the Tournament of Roses Association, rode in a beautiful rose decorated automobile.



Lamanda Park Business Men's Association entered a car fairly smothered in chrysanthemums, sweet peas, roses and narcissus. Six girls played popular and classical selections during the course of the parade.

Jose Fiesta de las Rosas was given third place.

The San Francisco entry showed the old portals of the Spreckles home in San Francisco. Three white rose lambs were shown grazing in a peaceful meadow. The queen, gownned in silver and rhinestones, sat upon a throne of flowers.

The huge float was 55 feet long, 14 feet wide and 14 feet high. A huge conventional flower 14 feet in diameter and made of roses occupied the center of the float. Behind this sat the queen. She was attended by her ladies in waiting dressed in orchid and gold and green and gold.

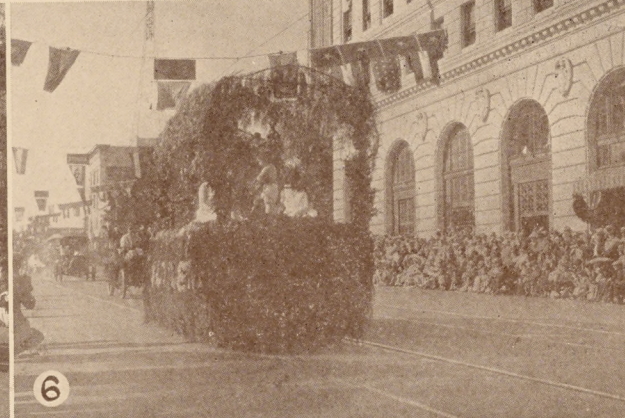
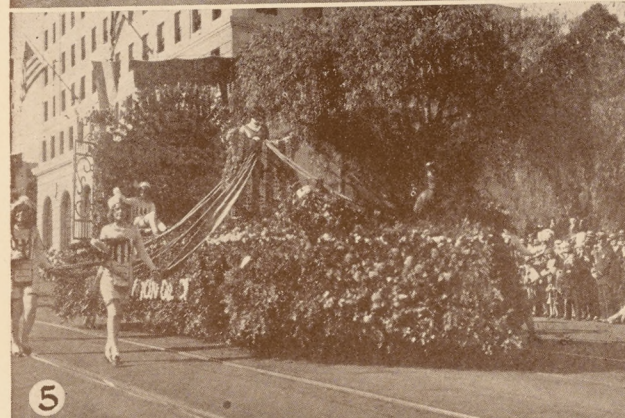
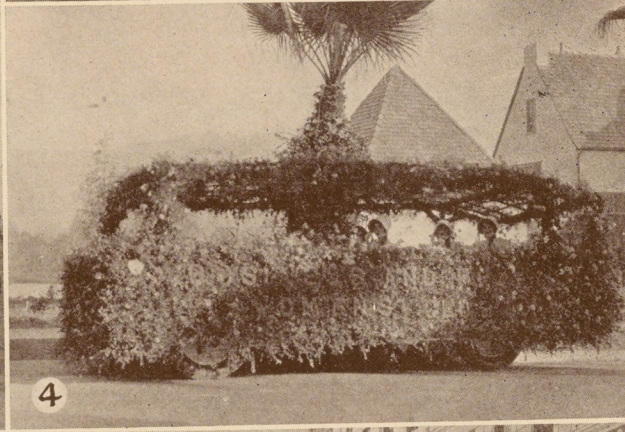
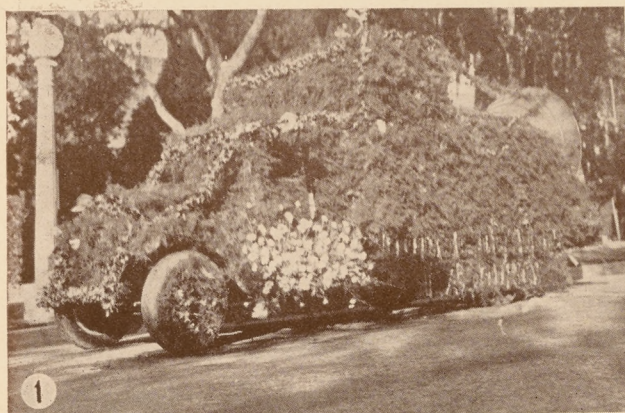
Behind the throne were the portals, an exact replica of those at Golden Gate Park, in a setting of pink

roses for a background. Five outwalkers acted as an honor guard. They were dressed in orchid and green with huge golden butterfly head dresses.

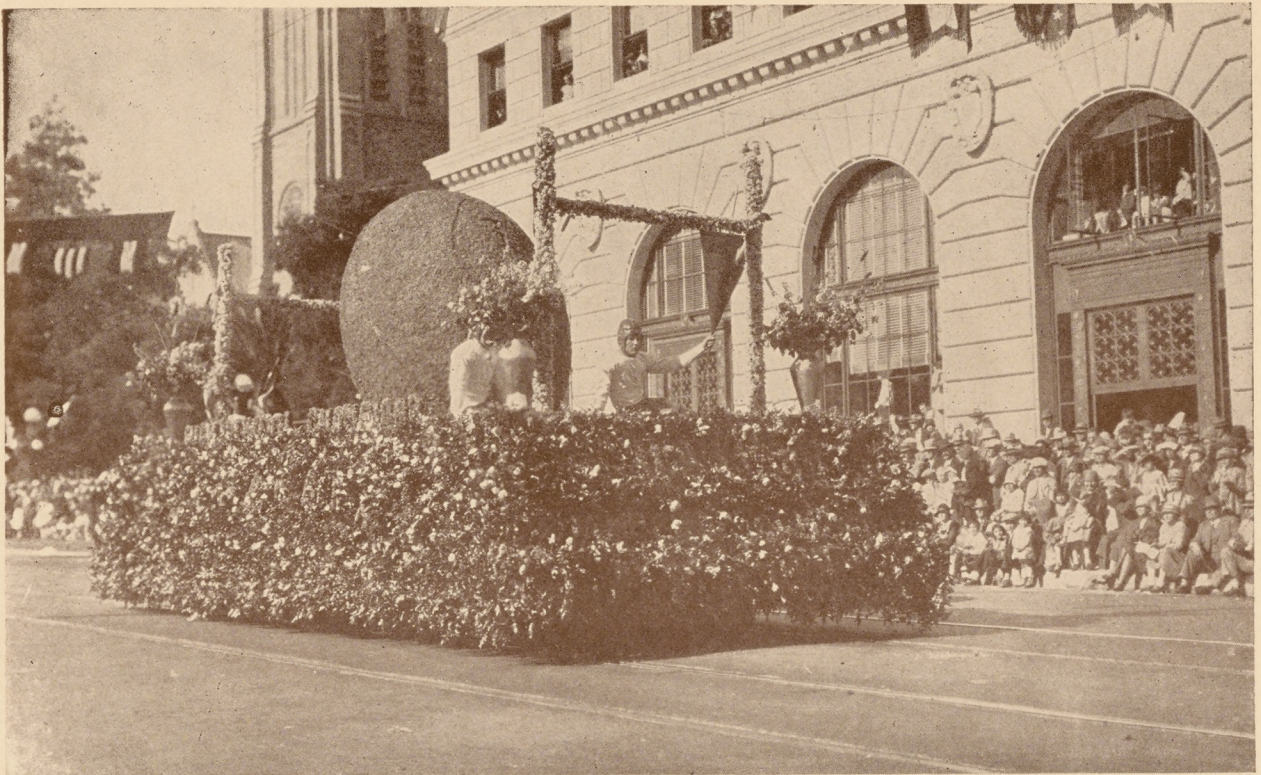
Ahead of the float came outwalkers carrying a large banner of blue bearing the name of the entry in gold letters. Roses, carnations, and violets formed the predominating flower foundation for the float.

Spanish atmosphere emanated from the float of the San Jose Fiesta de las Rosas and San Jose Chamber of Commerce. A Spanish garden with a rose pergola featured the float. In the foreground were the Spanish arches made of flowers and huge urns of yellow and red roses.

Picturing "My Garden," by Thomas Edward Brown,



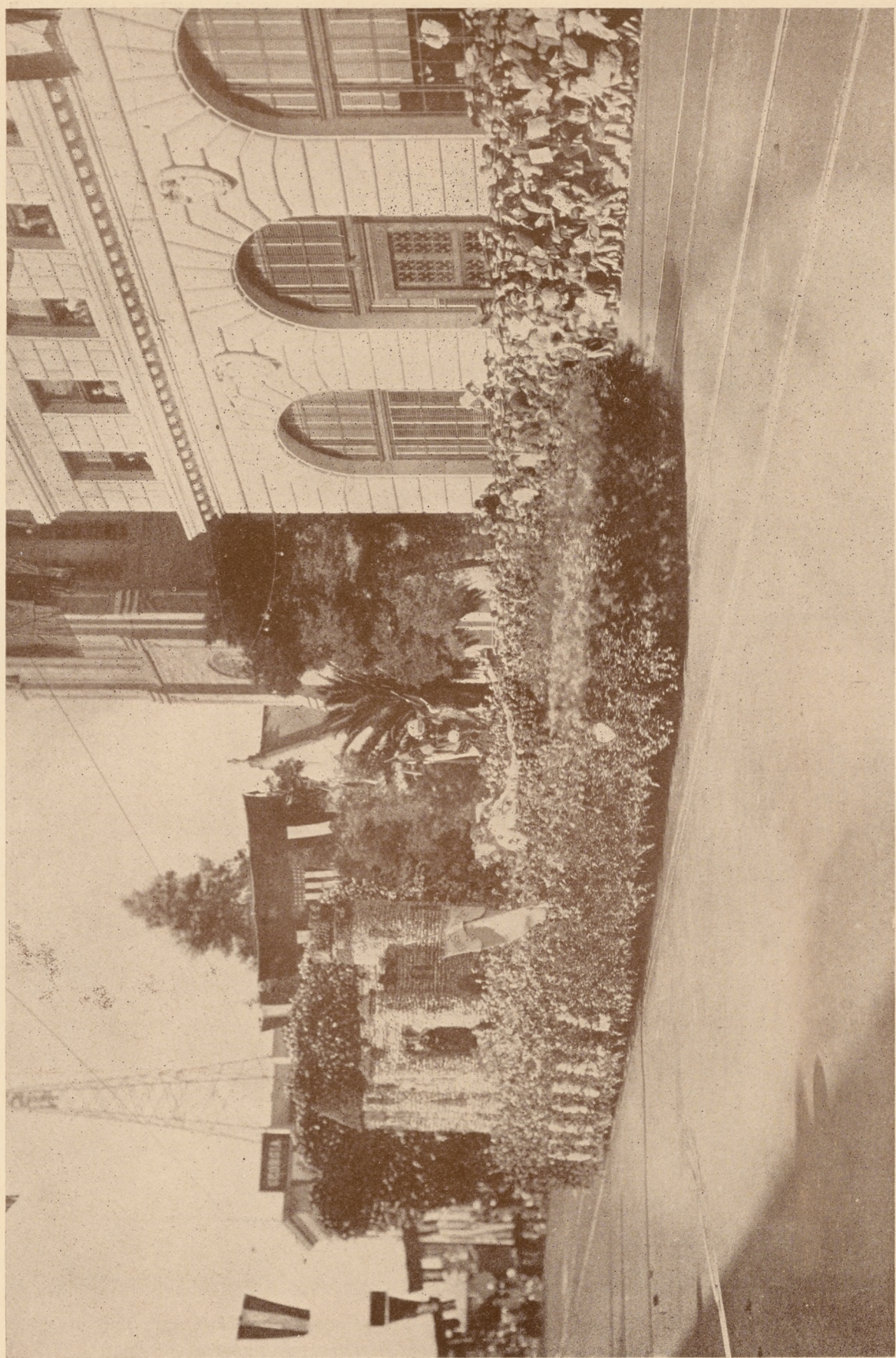
(1) Dodge Dealers world's largest megaphone. (2) Abraham Lincoln. (3) Hawaiian float, L. A. S. S. Co. (4) Business and Professional Women's Club. (5) Union Oil Co. (6) Altadena.



Miniature football field on which rested a huge football bearing the inscription "Champions 1928 Coast League" was the novel entry of the Alhambra Chamber of Commerce in honor of its high school.



The City of Whittier depicted "Snow Bound" in flowers, a gorgeous creation in white roses and carnations with a house built of yellow and red roses. Fourteen outwalkers accompanied the float.



Glendale, winner of the sweepstakes, entered Alfred Tennyson's poem, "The Lady of Shalott," with the Lily Maid drifting to Camelot in a stream made of flowers. Thousands of violets, chrysanthemums, roses and sweet peas were used in creating a float that won the grand sweepstakes prize.



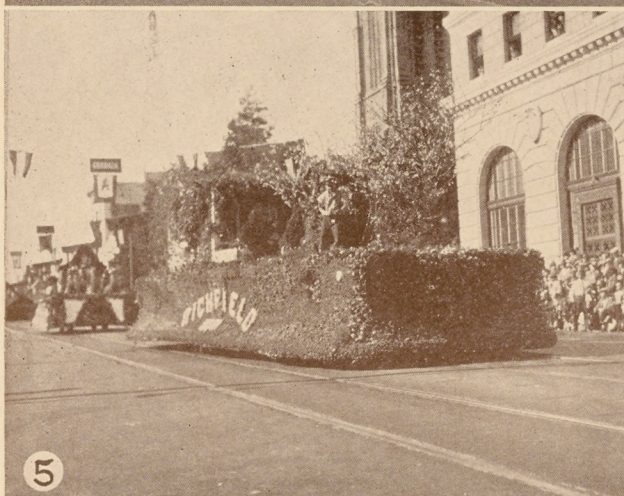
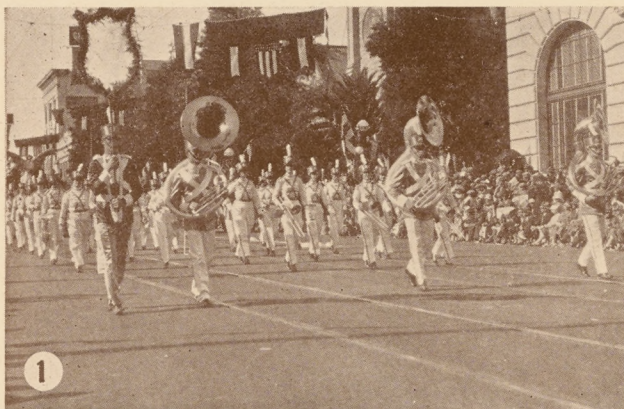
San Francisco harked back to the days of 1906 in presenting "The Portals of the Past," picturing the doorway to the old Spreckles home left overlooking the ruins of the city. Three lambs made of white roses grazed beneath a bush of pink roses, symbolic of the peace which has come to the city.

the entry made by the City of Long Beach showed a flower garden and shimmering pool. Colonial maids were shown in the garden. Three large white carnation swans rode serenely on the pool of desert holly. Steps leading to the pool were of sweet peas.

Always serving to lend fire and romance to the tournament, an exceptionally large number of horses were entered in the parade. From Pomona came the graceful thoroughbred Arabian steeds owned by W. K.

Kellogg of Battle Creek, Michigan. Maintaining one of the finest Arabian horse farms in the world, Mr. Kellogg's entry in the tournament was outstanding for its beauty. Riders of these beautiful, prancing animals were clad in true Arabian desert costumes, flowing robes, artistic head dress and carrying banners of the various tribes of the great desert chieftains.

Beverly Hills, too, had a spectacular entry of horses. The riders were for the most part attired



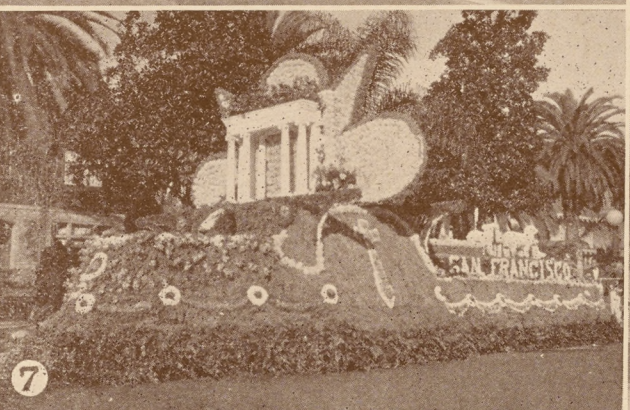
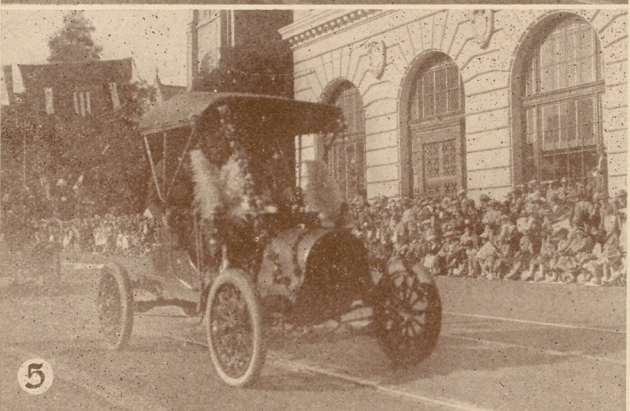
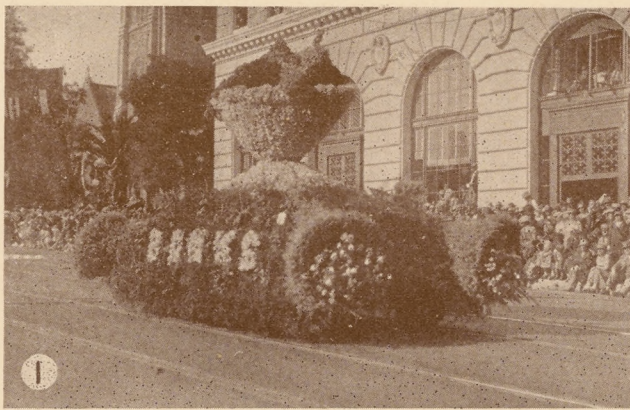
(1) Girl's band, Taft High School. (2) Grand Marshal Marco Hellman. (3) Hymn to the Night, Pasadena schools. (4) C. Hal Reynolds, Tournament director. (5) Richfield Oil Co. (6) San Marino Boy Scouts.



Mayor George Cryer of Los Angeles rode in an automobile decorated to represent a half basket. Scotch heather, roses, carnations and poinsettias were used effectively in the decoration.



Long Beach Business and Professional Women's Club entered a touring car decorated with 5000 blossoms and 250 fern fronds with chrysanthemums, bachelor buttons and larkspur used in rainbow effect.



(1) Pasadena banks. (2) Annandale Golf Club. (3) Hickville Chamber of Commerce. (4) Leader of Motor Car Dealers. (5) Novelty auto. (6) Outwalkers on tournament entry. (7) San Francisco float. (8) Pony and cart entry.



Pasadena's Chamber of Commerce sail boat with its welcome to the New Year had gunwales of lavender sweet peas and its name in white carnations.



Anaheim's entry in the tournament was a float depicting the nursery rhyme, "The Cow Jumped Over the Moon," with yellow button chrysanthemums, violets and carnations predominating.

in Spanish costume. However, there were armored knights in the group as well as the heroic figure of Joan of Arc on a beautiful horse wearing a blanket with fleur de lis design.

Boy Scouts were represented with an entire class of their own in the fortieth annual Tournament of Roses. The Scouts designed and built their own floats. Each entry depicted the life to which a Boy Scout pledges himself when taking his oath. There were wonderful outdoor scenes pictured in the designs.

The Boy Scout class was led by the Los Angeles Playground Boys' Band. Entries were made by troops from San Marino, Arcadia, Pasadena, Monrovia, and Monterey Park.

Educational institutions were well represented in the division devoted to schools and religious units. The schools had numerous bands attired in colorful uniforms which gave a fine spirit to the parade. One of the most unusual features in the school bands was the appearance of a band comprising girls of the Taft Union High School. A dignified young woman acted as the drum major wearing a high white fur hat and carrying an important baton.

The Taft Union High School had an elaborate float picturing Eugene Fields' famous poem, "Little Boy

Blue." All the little toys, books and the immortal dog rode in the float with Little Boy Blue. Hovering over the entire float was an angel with wings of flowers. Carnations, sweet peas, roses and heather were used in the decoration of the float.

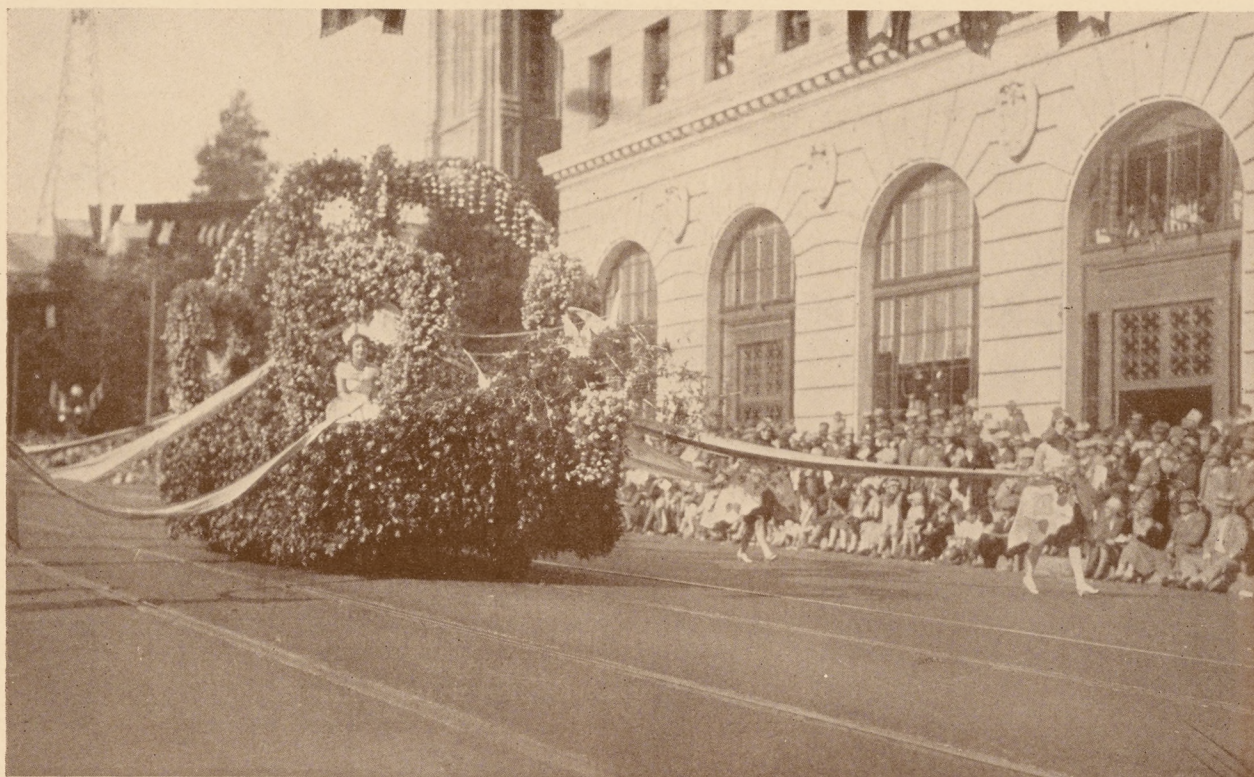
Pasadena city schools had three gorgeous entries. There was Mistress Mary in her garden with a huge yellow floral parasol forming the front and rear of the float. Then there was "The Chambered Nautilus," and "Hymn to the Night," all carried out with the most unusual and profuse arrangement of blossoms.

Probably the most elaborate of these three floats was the one depicting the well known rhyme, "Mary, Mary Quite Contrary." An old fashioned garden was shown and six girls dressed in the Kate Greenaway fashion represented the "pretty maids all in a row." The feature of the float was a huge sprinkling can, made of flowers with a little girl perched upon it. "Silver bells and cockle shells" of flowers were very much in evidence. More than 80,000 blossoms of every kind were used in decorating the entry.

"The Chambered Nautilus" was depicted with a huge floral shell at the rear of the float. Two mermaids were seated at its base with waves of flowers breaking at their feet. The huge shell was deep pink



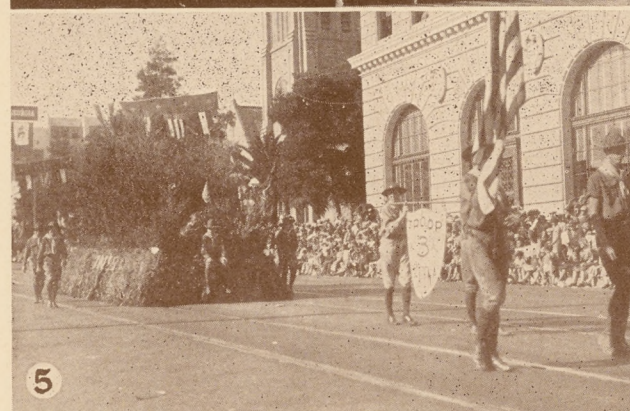
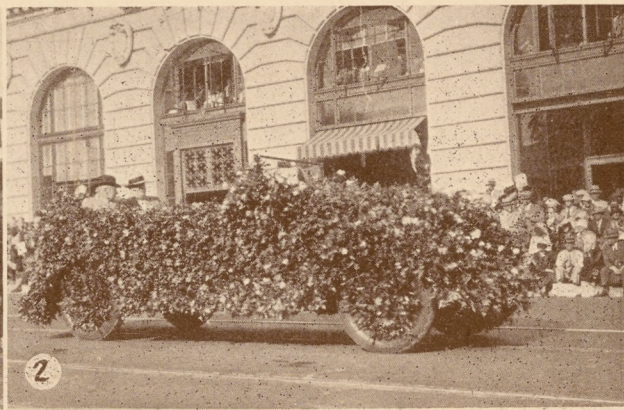
(1) Joan of Arc was in the Rose Pageant. (2) W. K. Kellogg's Arabian horses elicited applause. (3) Pasadena Boy Scout band. (4) Marcoretta Hellman.



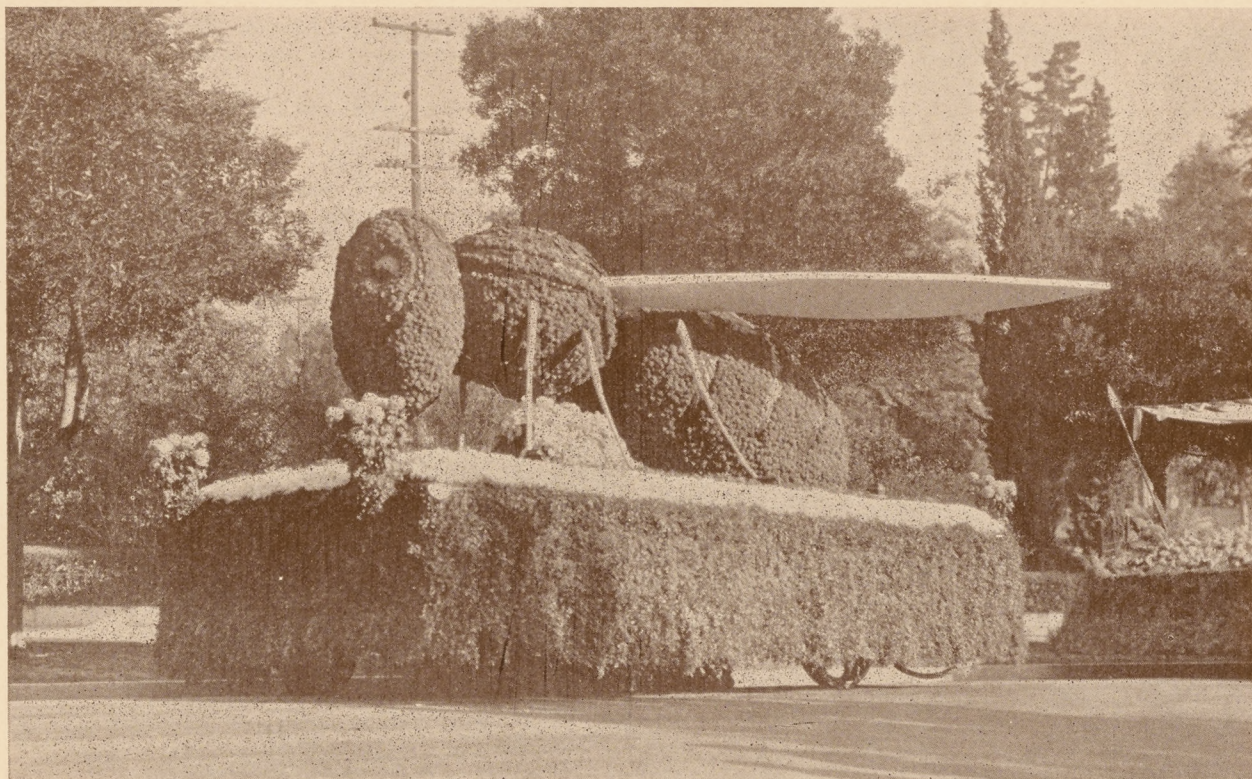
The Pasadena Tournament of Roses entered a float depicting "Hearts and Flowers." The hearts were of sweet peas and over a throne was a canopy of carnations with a little girl driving doves.



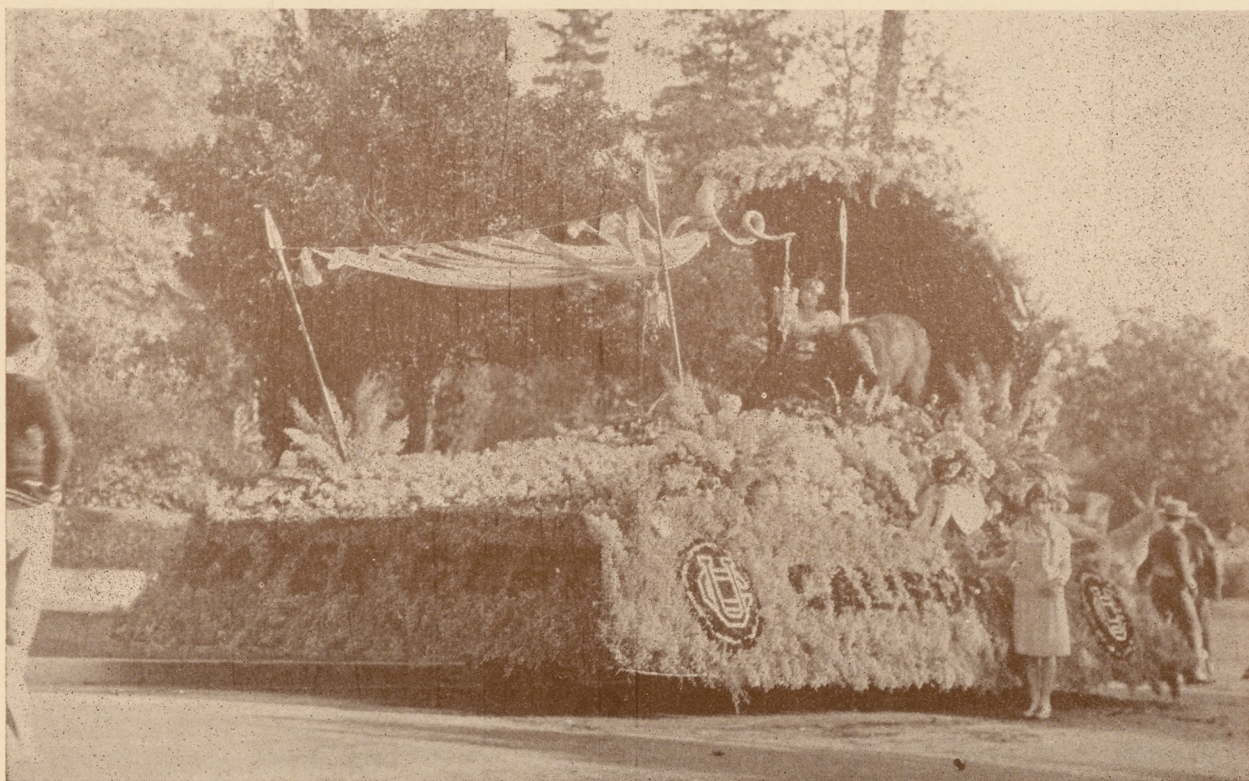
San Bernardino's float depicting in blooms the orange show held annually in that city, with the famous arrowhead on the mountain of flowers forming the background, was accorded first prize in the civic division.



(1) *Hansom cab.* (2) *San Francisco Supervisors.* (3) *Pasadena Realtors.* (4) *Monterey Park Boy Scouts.* (5) *Pasadena Boy Scouts' "Trees" by Joyce Kilmer.* (6) *California Federation of Business and Professional Women's Clubs.* (7) *Long Beach banner carriers.* (8) *Glendale city directors.*



The Yellow Jacket of Georgia Tech, a marvelous creation done in pom pom chrysanthemums was the entry of the Pasadena municipal light department in honor of the visiting football players.



University of California was represented by a magnificent float with figures of the state seal beneath a canopy of flowers in blue and gold. The Pasadena Water Department entered the float.

in the interior, gradually becoming lighter near the outer edges. Waves of flowers broke over projecting coral reefs. The mermaids were costumed in gowns of yellow and sea green with glistening silver scales. Roses, narcissus and carnations predominated in the decorations.

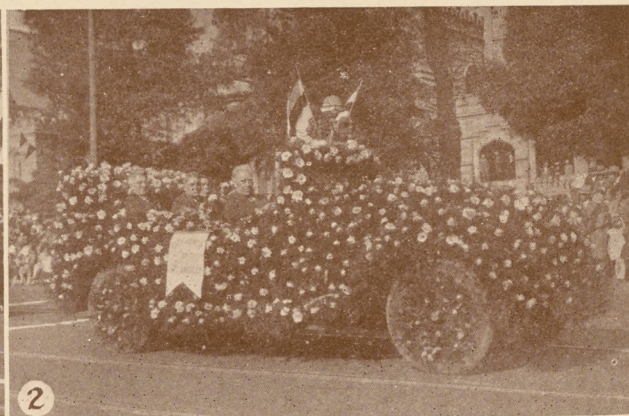
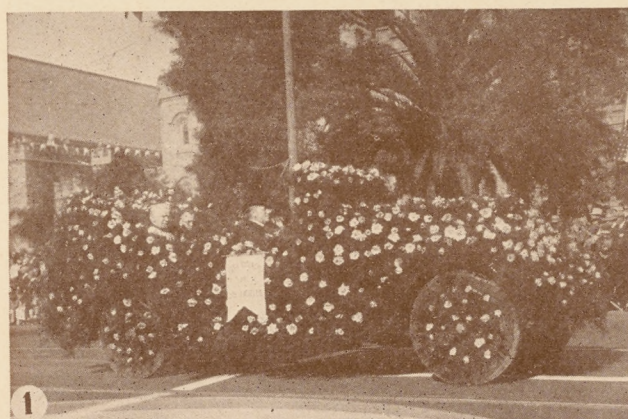
"Crossing the Bar" was the theme chosen by the Salvation Army for its entry. It was a beautiful boat of flowers with sails of violet and silver. The ship's silver sail bore in violet lettering the lines of Tennyson's poem, "Sunset and evening star; and one clear call for me; and may there be no moaning at the bar; when I put out to sea."

The ship itself was done in delphinium, corn flow-

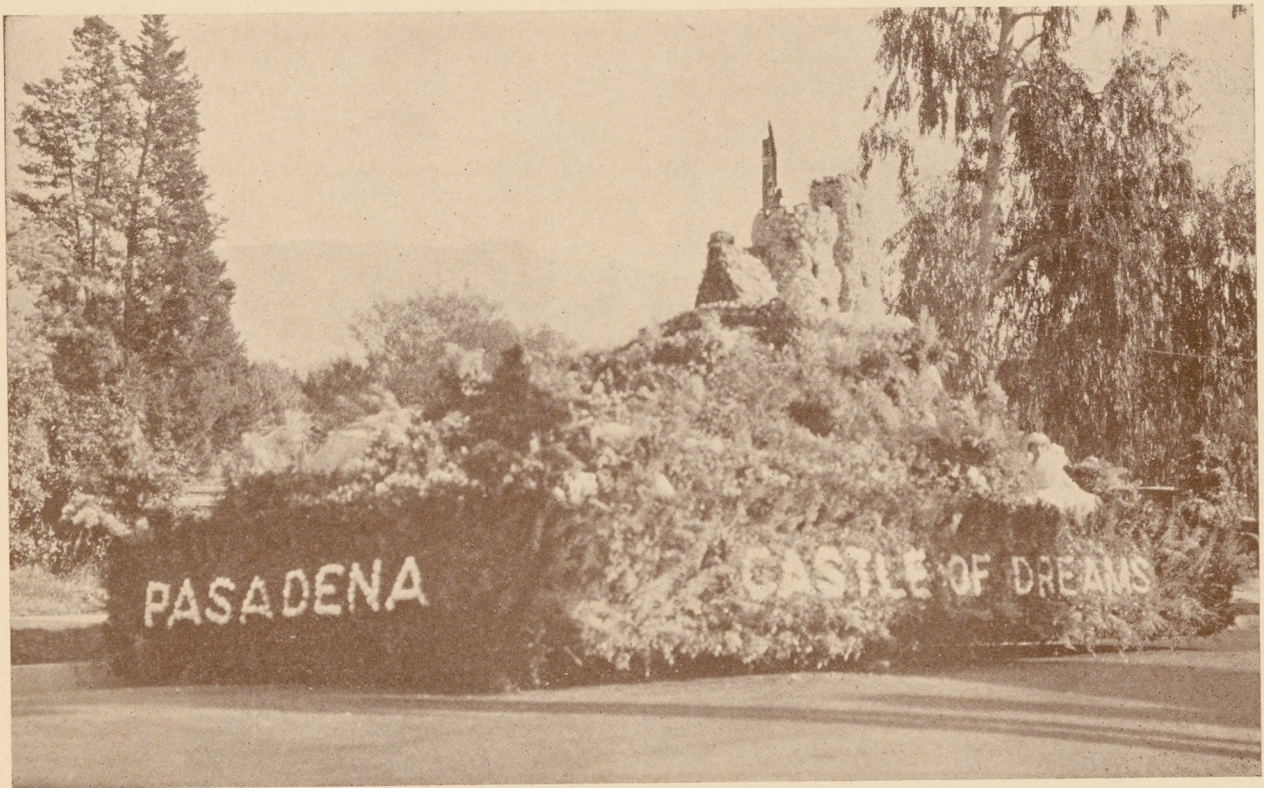
ers, candytuft, myrtle and heather. Two large anchors of white carnations bore the lettering "Salvation Army."

Roses and sweet peas predominated on the beautiful float offered as the entry by the Pasadena Tournament of Roses Association. "Hearts and Flowers" was the theme used for this entry. It was oval in shape with a throne in the center and five hearts, one at each corner and one over the throne.

The hearts were made of lavender, pink and yellow sweet peas with the center heart a combination of sweet peas in pastel shades. Over the throne was a canopy of carnations and seated on the throne was a little girl driving some snow white doves.



(1 and 2) City Council of Los Angeles. (3 and 4) Tournament of Roses directors. (5) Pasadena American Legion's bugle and drum corps. (6) The colors, cheered along the entire line of march of the parade.



The Pasadena Park Department entered for the city of Pasadena "The Castle of Dreams," which won first prize in the municipal entry division. It carried out in flowers the fairyland effect in an artistic manner.



Red poppies growing in a golden wheat field was the Pasadena American Legion's entry, and contrasted effectively with barbed wire entanglements which formed part of the float.

Eight girls accompanied the float walking before and at its side. They were dressed in green metal cloth with underskirts of gold. Two carried the white satin banner bearing the name in gold letters. Oregon grape was used for foliage.

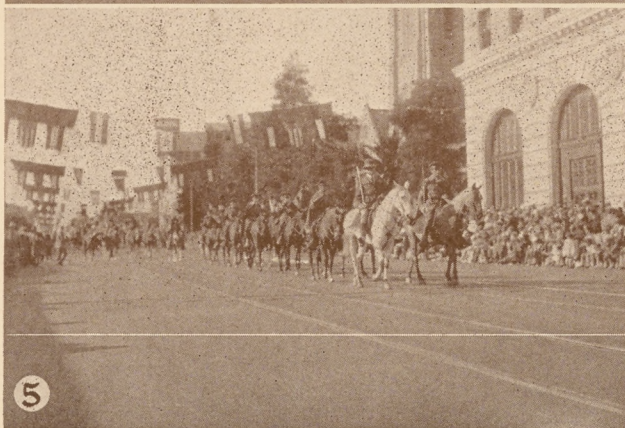
Pasadena's world renowned hotels, the Maryland, Hotel Vista del Arroyo, Huntington and Raymond, each had magnificent entries. And they all received appreciative applause along the line of march.

Hotel Maryland's float had for its theme "Garden of Paradise." The base was made of Oregon grape with the lettering in white carnations. Columns of lavender sweet peas supported the dome of yellow chrysanthemums. A large bouquet adorned the dome.

Hotel Maryland was awarded first place in the fourth division.

Four children rode in the float and drove white doves, one at each corner. A quartet from the Pasadena Junior College rode in the float singing "My Maryland."

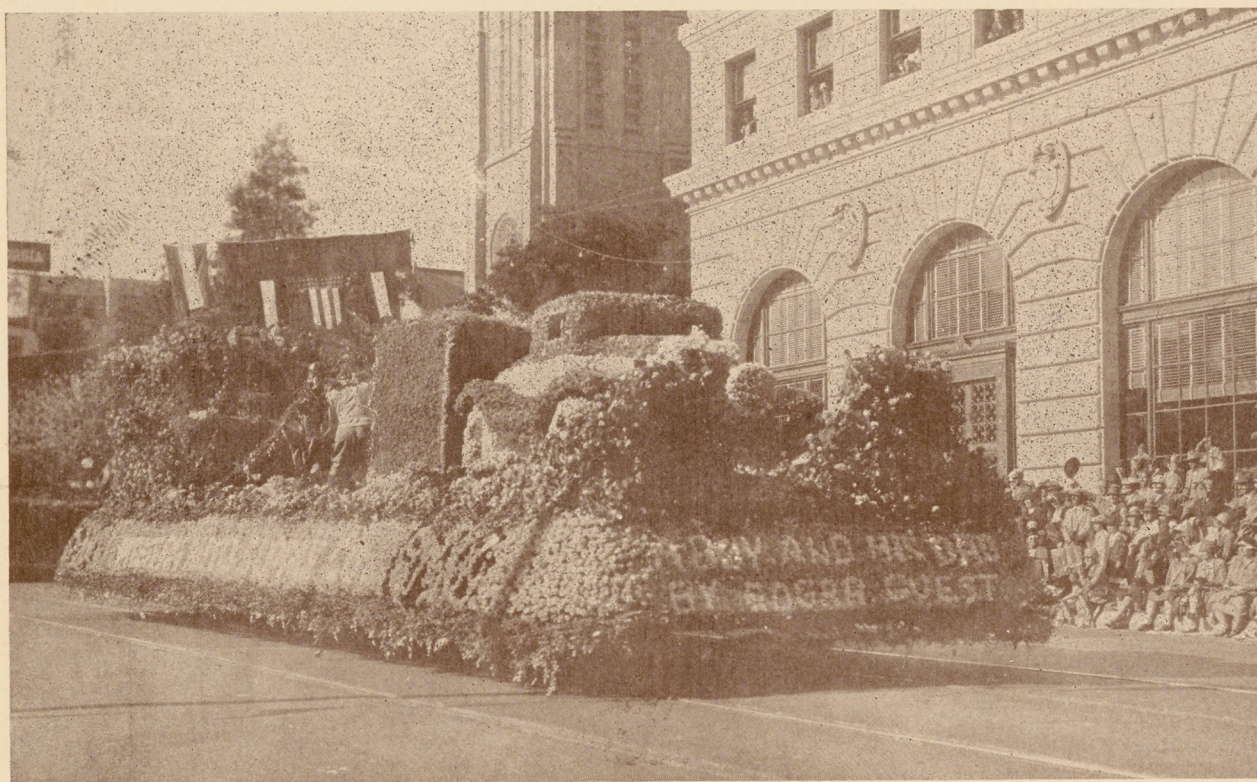
Hotel Huntington was featured with a huge butterfly. At the front of the float, the colorful butterfly with wings of heather and stringed carnations representing the veins, moved majestically along the parade route. Four little girls rode in throne chairs decorated in pastel colors. Lavender and pink sweet peas were used in profusion on a base of huckleberry greenery.



(1) La Crescenta Valley. (2) One of W. K. Kellogg's Arabian thoroughbreds. (3) Sierra Madre's entry. (4) Banner carriers. (5) Urban Military Academy. (6) Mistress Mary, entry of the Pasadena Schools.



Pasadena schools entered "The Chambered Nautilus," in roses, narcissus and carnations. Two mermaids were costumed in sea green and waves of flowers broke over projecting coral reefs.



The Western Auto Supply Company's depiction of Edgar Guest's poem, "The Boy and His Dad," won first prize for the best portrayal of the theme of the Tournament of Roses, Poems in Flowers.

Personally designed by Walter Raymond, the entry of Hotel Raymond was drawn by the three famous white horses. "How Doth the Busy Little Bee," was the theme for this entry. The float carried a bee hive of yellow and white pom pom chrysanthemums and was about eight feet high and six and one-half feet in diameter.

At the front of the hive and around the many plants on the float were 75 artificial bees and beautiful butterflies. These were attached to spiral wires and gave the effect of bees buzzing about flowers or entering the hive.

Portraying "The Love Song," the entry of Hotel Vista del Arroyo bore lovers in an Italian gondola while a harp, violin and 'cello trio played the theme song. Three couples dressed in the styles of long ago were the lovers seated in the gondola under a canopy of sweet peas, roses and carnations. Sides of the gondola were made of huckleberry greenery bearing the name of the float in pink carnations. Purple and lavender stock formed the deck.

Throughout the entire time of the great floral procession and the football game in the Rose Bowl, airplanes flew overhead. They performed all manner of stunts, but always at a great altitude. The hum and roar of the powerful motors high in the sky lent

an air of modernity to the spectacular floral pageant.

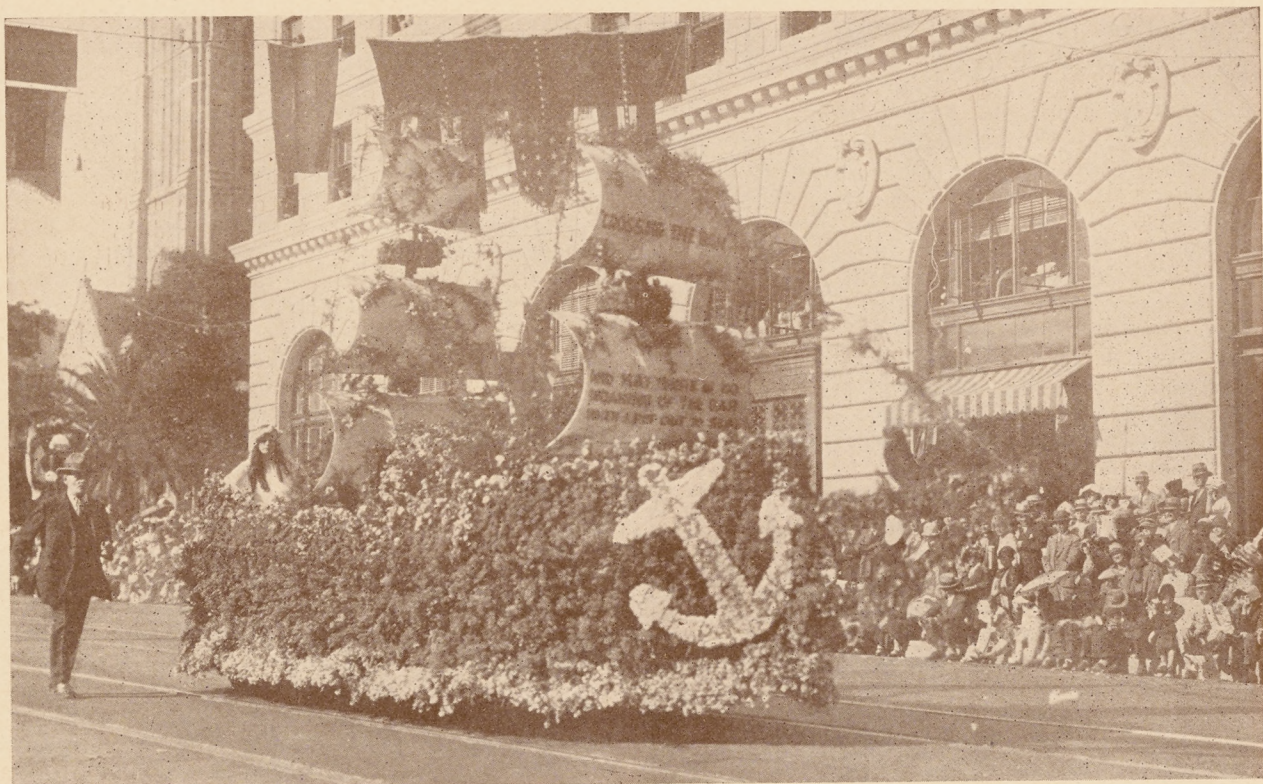
Women of Pasadena and adjacent communities took a most active part in the organization of the fortieth annual Tournament of Roses, lending their assistance in every possible way. Through their efforts quite a number of entries were secured, some of them being prize winners in the floral festival. Comprising the Women's Division of the Tournament of Roses are a group of prominent Pasadena club and civic leaders and representative women named to the division by city officials and chamber of commerce officials of their respective communities.

Aides to the grand marshal of the day provided Spanish atmosphere in their costuming. With broad brimmed sombreros and chin straps, short jackets and flaring trousers, the riders formed a picturesque feature of the parade.

At the conclusion of the parade, prize winning floats were placed on exhibit in Pasadena's city hall plaza so that interested spectators might view them at close range. At nightfall the beautiful floats were illuminated with great flood lights which remained lighted throughout the night. The floats were arranged diagonally backed against the curbing forming a lane for automobiles to pass through and allowing pedestrians to see them from the sidewalks.



Little Boy Blue with all his toys, books and the immortal dog beside him was Taft's Union High School entry recalling Eugene Field's poem. Carnations, sweet peas and roses were used.



The Salvation Army's "Crossing the Bar" done in flowers of exquisite beauty with the ship's silver sail and white anchors in carnations won first prize in the educational and religious unit division.



The Hotel Raymond's float, "How Doth the Little Busy Bee," drawn by three white horses, carried a bee hive of pom pom chrysanthemums eight feet high. Bees and beautiful butterflies hovered about the hive.

Georgia Tech Defeats California 8 to 7

OUT of the South came a "Golden Tornado" which literally caught the California "Bears" in its powerful, swirling eddies in a game spectacular enough to satisfy every one of the 70,000 football enthusiasts who gathered in the Rose Bowl on January 1, 1929. When the whirlwind subsided the national championship contest staged under the auspices of the Tournament of Roses Association had ended in an 8 to 7 victory for Georgia Tech, representatives of the East, over the University of California's stalwart sons of the Golden West.

Thus the East reversed the one point victory scored by Stanford over Pittsburgh on January 1, 1928, making the total number of Eastern university victories over the West, four in comparison with five victories of Western universities over the East.

Georgia Tech, though aided by breaks, outplayed the California team. Strange plays not recalled in the memory of the oldest football expert in the colorful stadium, flashy forward passes, mighty line plunges and deceptive open field maneuvering marked every period of the game. The first quarter ended scoreless.

It was near the end of the second quarter that

Riegels of California recovered a fumble on Georgia Tech's thirty yard line, became confused, whirled and ran 69 yards toward the goal his team was defending before Lom and Breckenridge of the California team overtook and downed him on the one foot line. Lom's attempt to punt out was blocked and a Californian

recovered the ball behind the goal line giving Georgia Tech a safety, 2 points. The Southerners increased their lead in the same period with a touchdown, scoring from the fifty yard line in two plays, but failing to convert, making the score, Georgia Tech 8, California 0.

California's score came near the end of the last period when Lom passed over the goal line to Phillips and Barr converted.

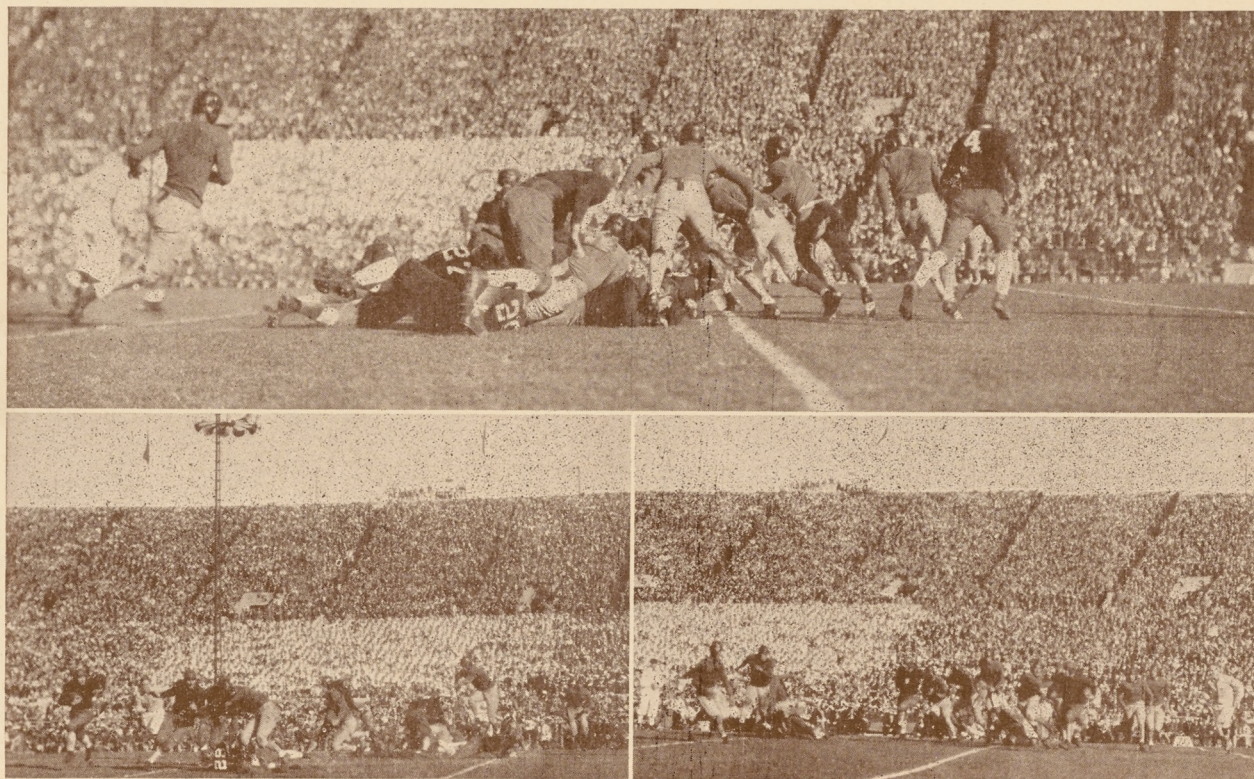
The game ended with the ball in mid-field and with Georgia Tech on the long end of an 8 to 7 score.

The spectacle of the various colorful costumes worn by the spectators was beautiful. With the exception of a few seats at either end of the Rose Bowl, the stadium was filled.

Mellow shadows playing on the foothills, the warm California sun sending out its golden rays, clever bleacher stunts by the California rooters section, helped to make the scene of unmatched brilliance.

Results of Football Games

EAST	YEAR	WEST
Brown	0-1916—Wash. State.....	14
Pennsylvania.....	0-1917—Oregon	14
Camp Lewis	7-1918—Marines	19
Great Lakes	17-1919—Marines	0
Harvard	7-1920—Oregon	6
Ohio State.....	0-1921—California	28
W. & J.....	0-1922—California	0
Penn State.....	3-1923—U. S. C.	14
U. S. Navy.....	14-1924—Washington.....	14
Notre Dame.....	27-1925—Stanford	10
Alabama	20-1926—Washington.....	19
Alabama	7-1927—Stanford	7
Pittsburgh	6-1928—Stanford	7
Georgia Tech.....	8-1929—California	7



(Above) Real action in the Georgia Tech-California game. (Left) "Stumpy" Thomason, Tech halfback, carrying ball with Mizell running interference. (Right) Another Georgia Tech attack on California.



Members of the Georgia Tech football squad which clashed with Golden Bears of the University of California.



Captain Peter Pund of Georgia Tech



Captain Irvine Phillips of California



Football squad of the University of California which clashed with Georgia Tech at the Rose Bowl, Pasadena.



E.R. Braley



Leslie B. Henry
President



C. Hal Reynolds
Vice President



Harlan W. Hall
Secretary Manager



George S. Parker
Treasurer



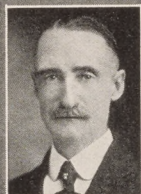
David Blankenhorn



George J. Brenner



H.G. Cattell



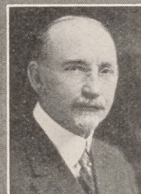
H.M. Cole



W.F. Creller



Charles E. Everard



A.L. Hamilton



B.O. Kendall



W.L. Leishman



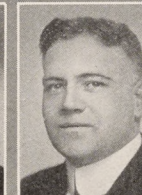
D.M. Linnard



H.L. Miller



W.W. Mines



J.J. Mitchell



Grant Orth



E.L. Pauley

Tournament of Roses Directors

THROUGH all the years of the rose festival, men of outstanding prominence in Pasadena have shown a devotion toward the New Year's Day pageant. They have acted as members of the board of directors of the Tournament of Roses Association, assumed the financial obligations of the unique celebration, maintained the high standards which have characterized the festival and given of their time and ability without remuneration to make this rose welcome to the new year a thing of beauty and grandeur unsurpassed in all the world.

Devoting a large measure of their time to the project these citizens have been able to bring into the pageant entries from other cities until now the representation is such that the festival has assumed an aspect where it embraces all of Southern California. It has gone into the north to bring San Francisco and San Jose into the pageant, and reached across the Pacific ocean to Hawaii.

Imbued with the spirit of the originators of the festival the directors of the Tournament of Roses Association have never allowed any float bearing artificial flowers to enter the pageant. Commercialism has also been banned and as a result the floral parade that moves through the streets of Pasadena on New Year's Day is in reality a rose festival and the perfume of the blossoms is in the air and the spirit of the pageant in the hearts of the people.

Leslie B. Henry, president of the Tournament of Roses Association, has for many years been a member of the board of directors and acted with great success on the football committee arranging for the great East-West games which have been a feature of New Year's Day since the Roman chariot races were abandoned.

To Charles Francis Holder, a traveler and writer, is accorded the honor of having originated the Tournament of Roses. Realizing that the opportunity existed to hold a rose fete in the very heart of winter when all the rest of the country was under snow and ice, Professor Holder, through the Valley Hunt Club, arranged for a floral pageant and an afternoon of sports. This was in 1890 and each year since the Tournament of Roses has been held and is now admittedly a pageant of such wondrous beauty that a half million persons visit Pasadena annually to view the spectacle on New Year's Day.

From a very small beginning when a few of the hardy pioneers decorated their carriages and drove them through the streets of the city, the pageant has developed until now the floats are of wondrous beauty with thousands upon thousands of flowers and rare buds used in decoration.



L.H. Turner



Tallman H. Trask



Harry M. Ticknor



Maj. N.J. Shupe



Stephen Royce



Mrs. H.D. Bentley



Miss Ada M. Brayton



Mrs. Ralph A. Chapman



Mrs. Frederick J. Mills
Chairman



Mrs. Harry Coleman



Mrs. J.K. Crum



Mrs. George A. Daniels



Mrs. Ione P. Davis



Mrs. Mabel W. Ecclestone



Mrs. J.A. Elms



Mrs. L. Van Horn Gerdine



Mrs. J.R. Giddings



Mrs. Hazel M. Grant



Miss Ida E. Hawes



Mrs. Josephine Marsh



Mrs. C.O. McCasland



Mrs. Lena R. Pepperdine



Miss F. Marion Ralston



Mrs. C. Hal Reynolds



Mrs. Verna B. Richardson



Mrs. Helen Rowan



Mrs. E.W. Salsbury



Mrs. Winfield S. Schoof

Women's Division of Rose Fete

ORGANIZED three years ago, the Women's Division of the Tournament of Roses Association of Pasadena, has been a dominating factor in the success of the past three floral festivals in this city on New Year's Day.

Those women who comprise this enterprising group have gone far in bringing new life into the world renowned mid-winter flower parade. They represent, through official appointment, city governments and chambers of commerce of the surrounding communities.

Activities of the Women's Division are many and varied. Their first movement for the tournament was the conduct of a nation-wide poem contest with roses as its theme. This contest attracted the attention of men and women of the literary world as well as those who love the beauty of poetry. The contest was won by a Chicago woman and the poem was set to lilting music by Carrie Jacobs Bond, beloved composer.

In consequence of the rose poem contest, the Women's Division was instrumental in creating the thought of having a theme each year for the Tournament of Roses. This idea has resulted in the designing and building of some of the most spectacular floats that have ever been seen since the inception of the Tournament of Roses forty years ago.

The theme for the 1929 Tournament of Roses was "Poems in Flowers."

Meetings of the Women's Division are held from time to time during the course of the year, with always one thought in mind, the New Year's Day Tournament of Roses. Detailed plans are made and carried through.

Under the able guidance of Mrs. Frederick J. Mills, prominent club woman of Pasadena, as chairman, the Women's Division has proved a happy and successful assistant to the Tournament of Roses Association of Pasadena.

Women comprising the Division include a list that is well known in the civic, home and social life of the community. Many of them have taken an active part in Tournament of Roses affairs for many years and consequently know the needs of the organization in every detail. As a result they have accomplished marvelous achievements during their existence as a Division. To them are assigned the tasks that are well suited for women to handle. This year they mothered the boys of the Georgia Tech and the University of California football teams during their sojourn in Pasadena for the great East-West football classic played in the Rose Bowl on New Year's Day, showering them with fruit and flowers.



Mrs. A.J. Wingard



Mrs. F.P. Walkup



Mrs. Frank Phelps Toms



Mrs. Clayton R. Taylor



Mrs. J.B. Tagert



Mrs. W.R. Scoville



Mrs. J.A. Sexson



(Above) Hardy live oak trees with their lovely waxy leaves enhance the beauty of many of Pasadena's homes. The house pictured is typical of the city's inviting home atmosphere. Below is shown a picture of a portion of Pasadena's world renowned "Mile of Christmas Trees." These graceful Himalayan deodars are brilliantly lighted with colored lights during the period from Christmas Eve to the evening of New Year's Day.



Stately palms are used with telling effect in producing landscape architecture of rare artistry in the development of picturesque homes in Pasadena. These palms grow to great heights and in many varieties. They give an Oriental and tropical touch to homes where the Spanish type of architecture is used. The Pasadena home shown above reveals the effectiveness of the palms in adding grace and charm.



California Institute of Technology

THE California Institute of Technology, equipped with the finest instruments for scientific research the world has ever known, endowed with millions, having on its faculty the most outstanding men in the scientific world, is today recognized as one of the leading institutions of its character in the world. Recent scientific developments comprise important researches in the field of spectroscopy, photoelectric effects, crystal structure and cosmic rays, while in the field of applied science there have been advances of importance to the whole electrical industry, to the aeronautical industry and to mechanical engineering.

Building development includes three buildings, the Athenaeum, the Astrophysics laboratory and the new Astrophysical shop where work on the construction of a 200-inch telescope will be carried on.

Robert Andrews Millikan, noted physicist and discoverer of the cosmic ray, is chairman of the executive council.



SCHOOLS and COLLEGES

INSTITUTIONS in Pasadena specializing in training for educational and religious work, military and scientific research, helping handicapped children and building up mentally and physi-

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Principal

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Pasadena, California

cally disabled bodies are among the finest in the country. At the Pasadena college training for religious work in the field of the minister and missionary is had. At the Williams School for Handicapped Children a little world has been created where tots may work and play under the conscientious supervision of Mrs. Beatrice Michau Williams, founder and director.

The Los Arboles School, the idea of Mrs. Edna Rogers Ritchey, possesses a refined and exclusiveness where the moral and intellectual requirements of parents are met in every particular. The Southwestern Military Academy, in itself a remarkable example of the growth of Pasadena, is completing another fireproof campus building to be used as a barracks. It is a refined home for boys from six to fourteen under the personal supervision of capable instructors and the personal supervision of Lieut. Maurice Veronda, U.S.A., president of the school. Enrollment is limited to 100 boys.

Broad Oaks School, recognized as a most exacting educational institution, is in one of the rustic beauty spots of Pasadena, a location that

makes it possible to carry on virtually all the work under great oaks in the sunshine. All children are by instinct lovers of nature and the Arroyo Seco, a half block distant, with its shrubs, trees, flowers and birds, offers, throughout the year, a source of real pleasure and profit to the students.

Southwestern Military Academy

New Fireproof School Buildings

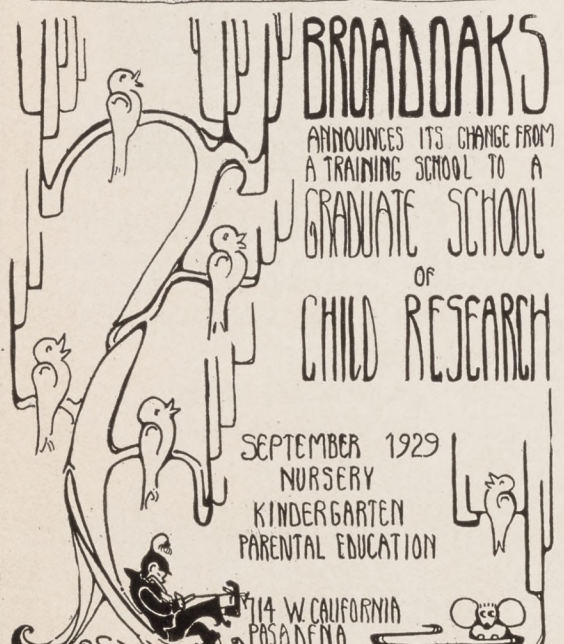
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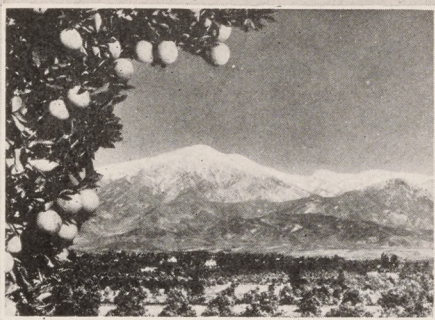
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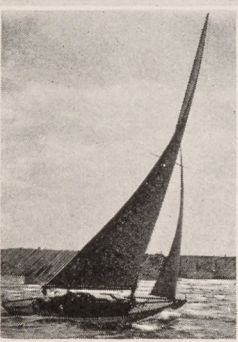
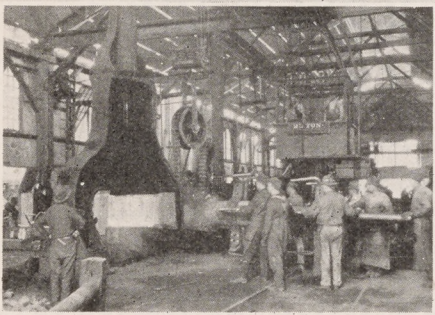
Ninety per cent of its 2,319,828 residents live within 30 miles of the ocean. Its fertile valleys are productive of a great variety of crops, while the products of its factories are distributed throughout the world.

INDUSTRIALLY, it constitutes the richest manufacturing center in the West. Its 5800 industries turn out \$1,300,000,000 worth of products annually and distribute \$300,200,000 yearly to 177,126 workers.

AGRICULTURALLY, it leads all counties of the nation in value of total production, according to U. S. Census figures. Last year its field crops, truck crops, live stock and fruit and nuts brought its growers \$93,891,093.

COMMERCIALY, Los Angeles County's port leads the entire country in domestic intercoastal commerce and ranks sixth in foreign tonnage handled. During the fiscal year 1927-28, a total of 25,402,262 tons of cargo, valued at \$879,079,986, was handled.

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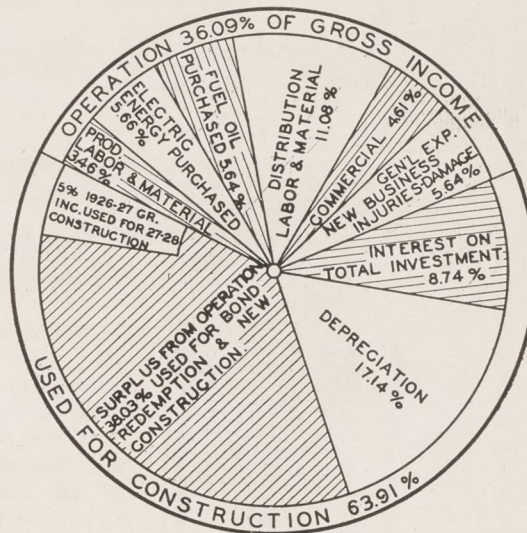


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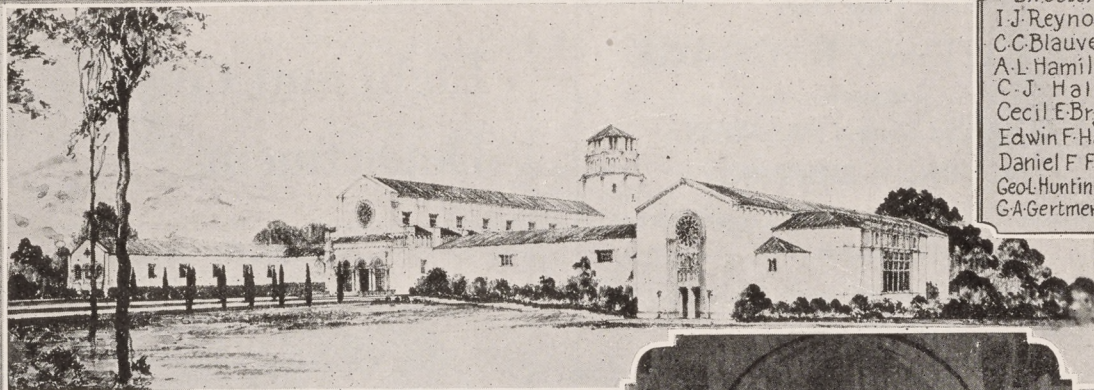
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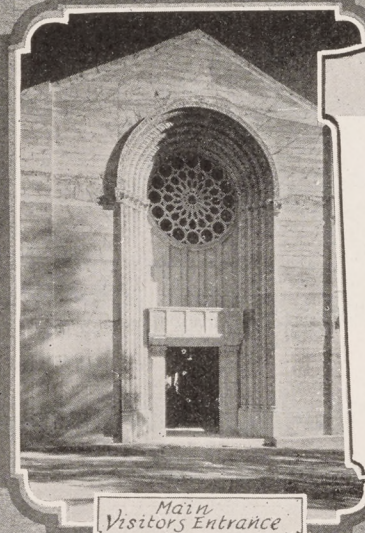
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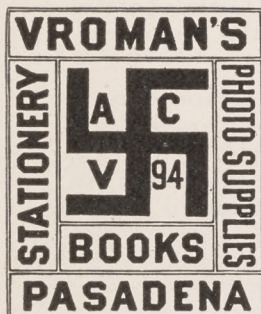
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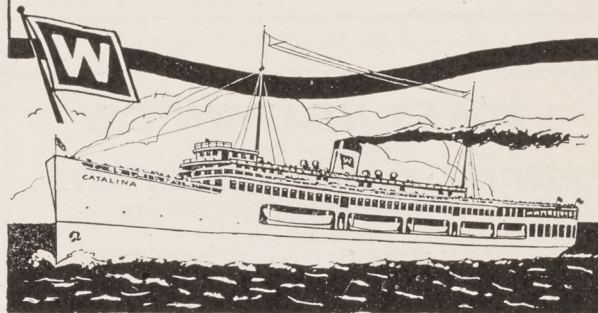
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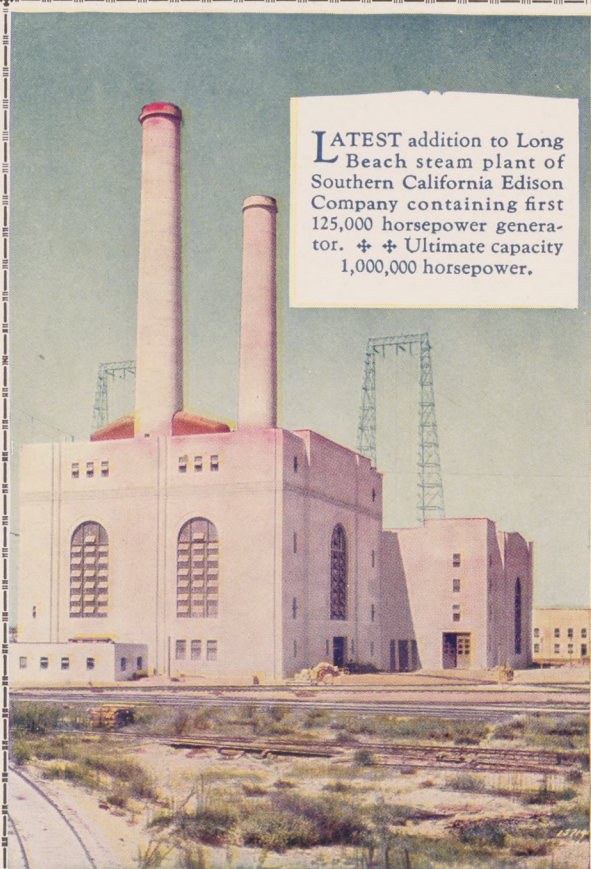
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